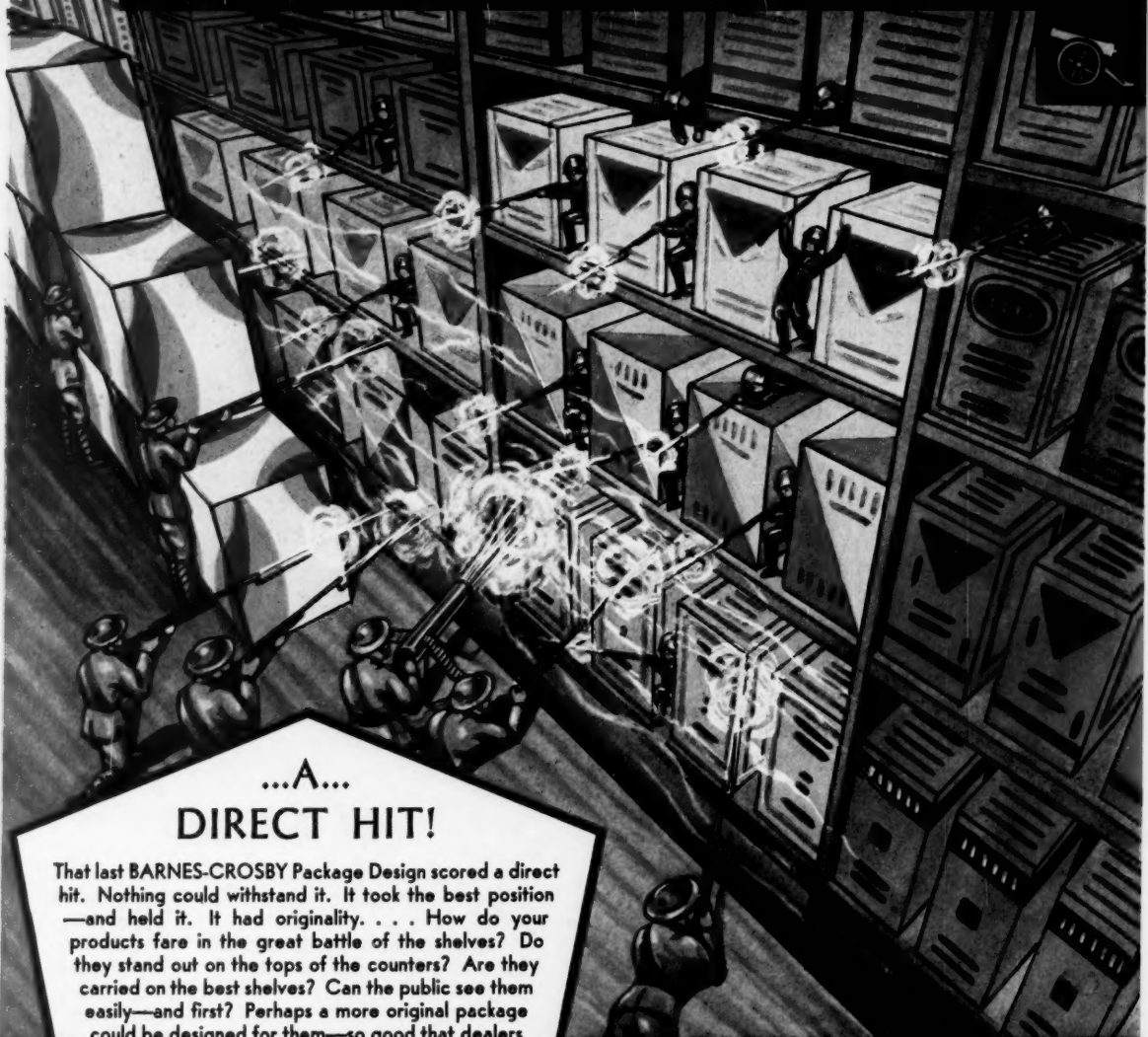


MODERN PACKAGING



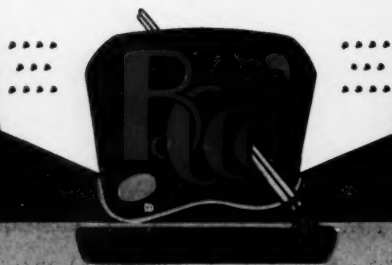
THE BATTLE SHELVES



...A... DIRECT HIT!

That last BARNES-CROSBY Package Design scored a direct hit. Nothing could withstand it. It took the best position—and held it. It had originality. . . . How do your products fare in the great battle of the shelves? Do they stand out on the tops of the counters? Are they carried on the best shelves? Can the public see them easily—and first? Perhaps a more original package could be designed for them—so good that dealers would want it in the best display space. You are fighting every other package in the store, with counter display space as the spoils of war. Barnes-Crosby can help you gain your objective.

WRITE . WIRE . . or PHONE *



BARNES-CROSBY CO.

V.C. HOUSER, PRES.

414 N. 12 BLVD., ST. LOUIS

WALTER C. J. KERN

A
WORD
FOR THE
1930 PACKAGER
ABOUT HIS
1930 PACKAGING
PROBLEMS

Nineteen-thirty . . . sledding
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PACKAGING



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The second, the third and the last quarters of nineteen-thirty are still to be met. The packaging executive in your plant has, no doubt, seen MODERN PACKAGING, read it and liked it. You can help him meet nineteen-thirty by subscribing for him . . . now. Then, if you can keep the advertising manager, the production director and all the other wide-awakes in your organization from stealing his copies, you can be certain of meeting nineteen-thirty competition . . . and even of beating it before it arises.

"
J

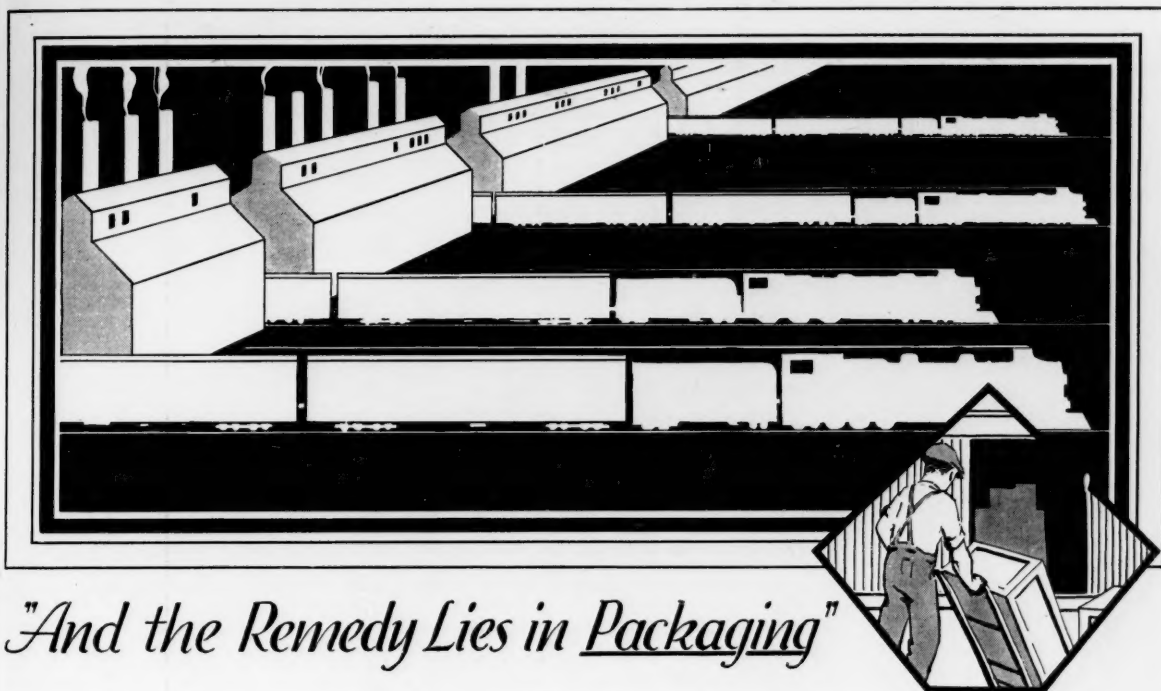
Give your organization this indispensable aid . . . at a cost of three dollars a year.

BRESKIN AND CHARLTON
PUBLISHING CORP.

11 Park Place, New York City

Ju

"MILLIONS OF DOLLARS ANNUAL WASTE DUE TO TRANSIT DAMAGE"



"And the Remedy Lies in Packaging"

This is the startling opening of a letter recently issued to shippers from a high executive of a leading Railroad. In it this experienced man earnestly stresses the need for proper packaging.

And "proper packaging" unquestionably BEGINS with the right protective wrapper. You should let KVP take care of this important problem, protecting against loss of profits and good will.



GENUINE VEGETABLE PARCHMENT AND WAXED PAPERS

Years of experience in the manufacture of food protection papers and research work enables us to produce papers that not only reflect quality but protects all kinds of delicate foods.

Regardless of weather changes or atmospheric conditions there is safety in KVP wrappers which are proof against moisture, odors and all outward contamination.

Our up-to-date art and printing departments can take care of special designs. Write in for samples and information.

Let our Research Department help you find the proper protective wrapper for your product -- without obligation of course.

KALAMAZOO VEGETABLE PARCHMENT COMPANY

KALAMAZOO,

MICHIGAN,

U. S. A.

MANUFACTURING WORLD-FAMOUS FOOD-PROTECTION PAPERS

MODERN PACKAGING

For the Service of Those Industries Where Packaging Is a Factor

Volume 3
Number 10

JUNE
1930

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THE counter display shown on the front cover suggests immediate purchase. It is reproduced by courtesy of Einson-Freeman Co., Inc.

AN interview with Walter Brooke appears on page 39 of this issue. It contains much information of value to manufacturers of packaged products.

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor. LAWRENCE LEY—Advertising Manager. EARL I. CARMODY—Western Manager. A. Q. MAISEL—Promotional Manager. E. R. GORDON—Production Manager. A. M. REED—Managing Editor. C. L. NEIS—Assistant Editor. EDWIN L. LEY—Art Director.

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The
NEW ERA
in
CIGAR
WRAPPING



Cellophane

MOISTUREPROOF Cellophane is unique. It keeps cigars from drying out. It protects them from handling and breakage. It improves a cigar's appearance. It increases sales by keeping old smokers and winning new ones. Smokers can see what they're buying.

The cigar industry is just one of many industries that have turned to Cellophane as the answer to their merchandising problems. This sweeping trend is neither fad nor fashion. For today it is fundamental for products to be shown attractively to be sold.

Consult our Package Development Department for the best way to wrap your products in Cellophane. Du Pont Cellophane Company, Inc., 2 Park Avenue, New York City.

MOISTUREPROOF CELLOPHANE IS A PATENTED PRODUCT OF THE DU PONT CELLOPHANE COMPANY

June, 1930



REDINGTON



Machine Cartons

**49,968 Tubes
in 8 Hours**

for Tooth Paste Maker

(Only Redington Machines have the perfection of design and stamina to produce such records day after day)

THIS high speed production record was made on a Redington Type 12 Cartoning Machine in the factory of a nationally known tooth paste manufacturer according to their unsolicited letter (name will be furnished gladly upon request.)

Several other large tooth paste manufacturers are daily closely approximating this record. And, remember, *collapsible tubes are more difficult to carton than most products.* Only Redington Machines have the perfection of design and stamina to produce such records day after day.

COMPARE THIS SPEED WITH YOUR PRODUCTION!

Consider what savings in costs a similar machine could effect for you—savings that might mean the difference between little or no profits and large ones. Again—compare your production with this record—then feel free to ask us how to speed it up.

F. B. REDINGTON CO.
Established 1897

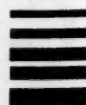
110-112 So. Sangamon St., CHICAGO, ILL.

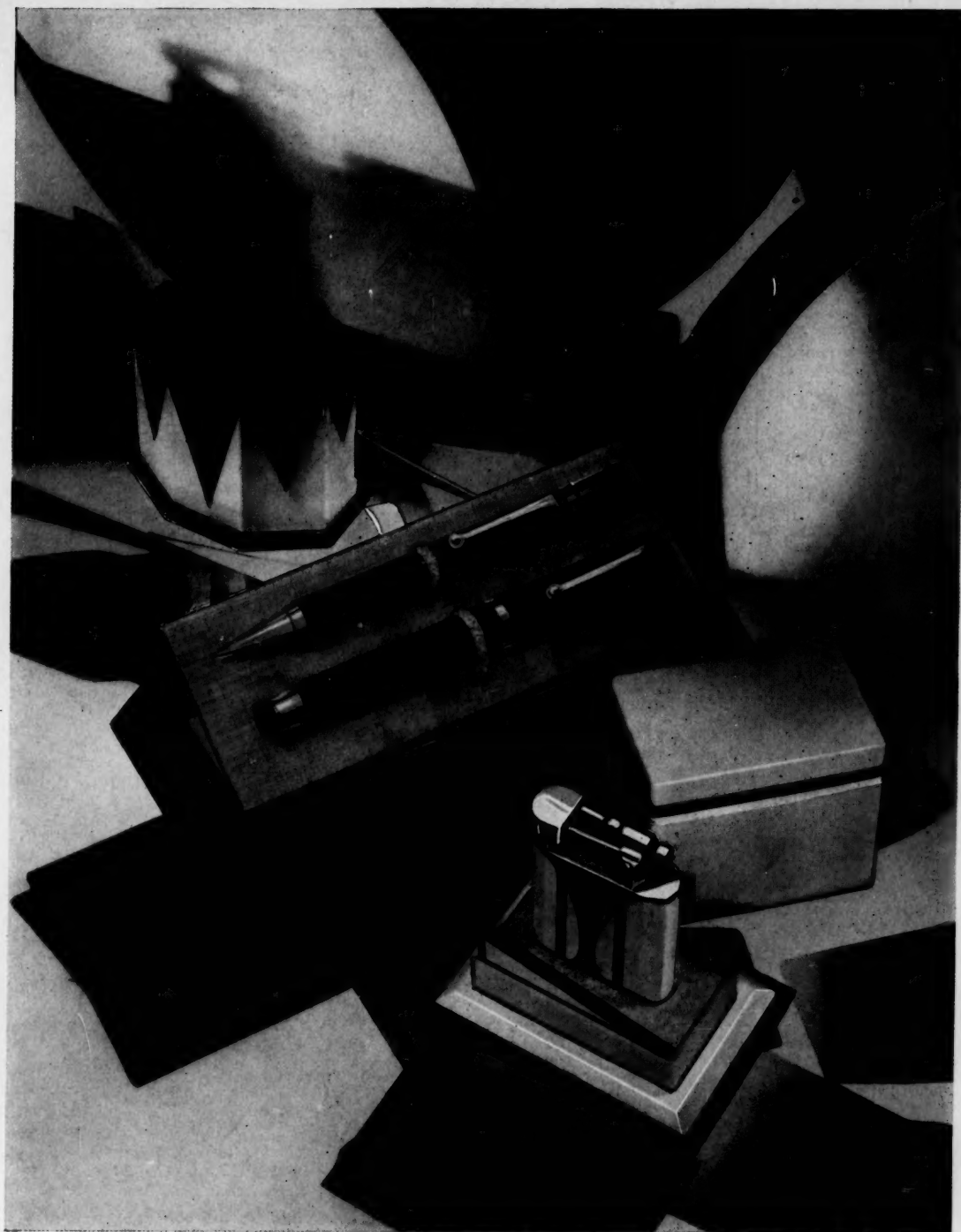
A section of the factory of the Western Company, Chicago, where Redington Machines are daily packaging the country's quota of Dr. West's Tooth Brushes. Other Redington Machines carton Dr. West's Tooth Paste.

PACKAGING MACHINES



Custom Built for
**Cartoning—Packaging
Labeling—Wrapping**





VARIETY... of effect, of conception, of experience... these three are yours to command when you come to Burt. Yet woven through all variety is one pattern always unchanged, a pattern of uncompromising quality. This, too, is yours to command when you come to Burt.

BURT DESIGNS and CREATIONS

F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

- Canadian Division -

Dominion Paper Box Co., Ltd., Toronto, Canada



A NEW PACKAGE may mean more to your sales than a new product.

But Quality Boxes are designed to fit your packaging and merchandising needs.

BURT DESIGNS and CREATIONS

F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

- Canadian Division -
Dominion Paper Box Co., Ltd., Toronto, Canada
Manufacturers of Fine Set Up Boxes

Prepared and printed by
Service Department.

SMASHING

An unfounded rumor!

RUMORS have reached us that our company has joined a consolidation of adhesive interests for the purpose of raising prices and stifling competition. In order to brand such rumors as entirely without truth we wish to make the following statement:

We have not merged with anyone. We have made our own way from the time this business was founded more than 45 years ago. We have created an outstanding position for ourselves, and a reputation that is unique and distinctive. We do not intend to surrender either.

Almost half a century ago we became the pioneer manufacturers of vegetable glues and pastes. Since that time several other concerns have engaged in the manufacture of adhesives. In all those years our relations with competitors have always been friendly. But, we have never merged with a competitor. We have preferred to function as an independent organization, preserving our own identity and adhering strictly to the principles established by the founders of this business.

What are those principles? Our customers know them well. They know that we manufacture adhesives not with the aim of meeting prices but with the object of meeting definite standards of merit. They know that the name ARABOL is a guarantee. Thus we have a reputation to be justly proud of, and an identity that will endure beyond the mere accomplishment of commercial success.

We favor expansion, of course. Since our organization was founded we have expanded a hundredfold, and will continue to enlarge the scope of manufacturing as long as adhesive users want the standard of goods we produce.

The Arabol Mfg. Co.

NEW YORK:
110 East 42nd Street

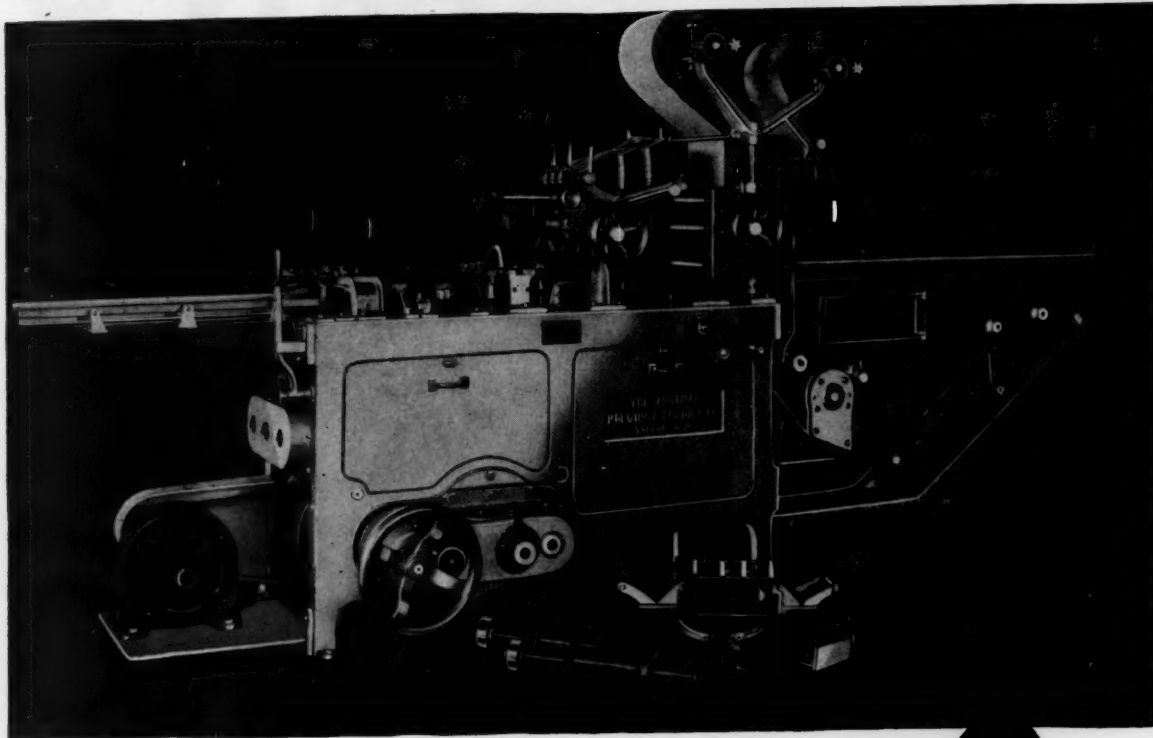
BOSTON:
12 Commercial Wharf



CHICAGO:
Cicero, Ill.

PHILADELPHIA:
620 S. Delaware Ave.

SLASH YOUR WRAPPING COSTS



Put a Triplex to Work

NO MATTER what you are wrapping . . . solids, twin halves or four quarters . . . the new AUTOMAT Triplex will do the job better, faster and cheaper.

Proof of this unqualified statement is contained in a survey of Triplex performance wherein figures are shown that this newest member of the AUTOMAT family shows an annual saving over hand wrap methods of \$4,201.00 based on a daily production of 10,000 pounds in ratios of 30% solids, 10% twins and 60% quarters.

Send for this survey . . . every word will interest you. Mailed free. Address

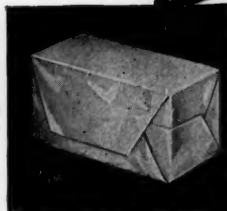


THE AUTOMAT MOLDING & FOLDING CO.
Toledo, Ohio

New York Office
172 Chambers St.

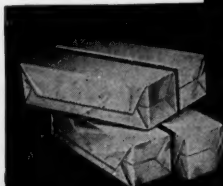
Los Angeles Office
306 Calo Building

Does
The Work of
3 Machines



A quick, easy adjustment and the "Triplex" wraps and cartons pound solids; or . . .

Another simple adjustment and the "Triplex" wraps and cartons twin halves; or . . .



Still another adjustment and the "Triplex" wraps and cartons four quarters. Write about it.

"MARSENETTE"

(Patented)

**The new, modern transparent
dust-proof display covering
material**

Distinctive! Beautiful! Durable!

"Marsenette" is a transparent cloth filled material of high tensile strength, that is air tight, grease-proof and dust-proof. It does not split or tear easily—will withstand an unusual amount of service. Non-shrinking. Can be printed on readily. Can be sewed or glued.

Available in white and six colors: yellow, cerise, orchid, green, amber and blue—in open mesh and finer weaves—and in sheets or rolls. Other colors and netting materials can be supplied on quantity orders. Samples and further details on request. Our technical department will be glad to assist you on any packaging problems.

Some Uses

Candy bags, candy package coverings, counter covers, lamp shade covers, furniture covers, costumes, toiletries package coverings, protective coverings for blankets, rugs, draperies and other textile products, book covers, envelopes, scenery, bags for display of fruits, nuts and other food products, protective coverings for statuary on display, clothes bags, hat bags, decorative purposes.

MARSENE TRANSPARENT PAPER CORPORATION

Manufacturers

1926 West Tenth Avenue Gary, Indiana

• • • •
ANDREW McLEAN COMPANY

SOLE DISTRIBUTORS

12 EAST 22nd STREET

NEW YORK

FROM FIRST STITCH

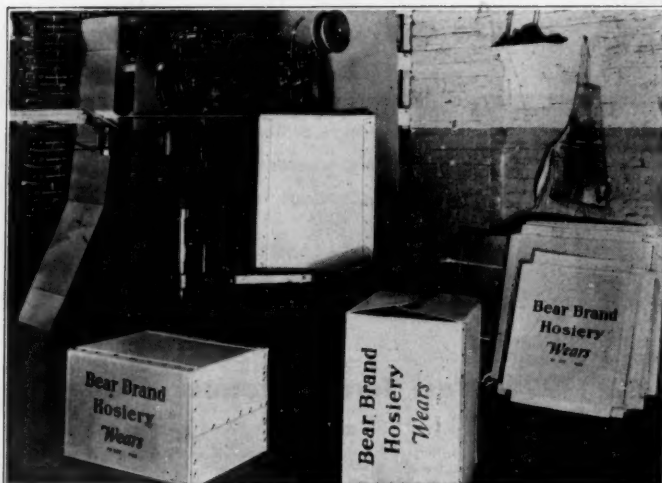


BLISS Bottom Sealer starting the job which the Bliss Top Stitcher finishes.

BLISS Stitching Machines can meet every packing need efficiently . . . stitching accurately and at less cost! Which explains why Bliss sales showed a large increase over last year . . . and why the sales are still increasing.

The Bliss Company makes a machine for every stitching and sealing purpose, whether for use with the Bliss box or not. Let a representative show you how Bliss Machines can fit into your cost-cutting program.

TO LAST



Manufactured by
H. R. BLISS COMPANY, INC.
*Manufacturers of Wire Stitching and Adhesive Sealing
 Machinery for All Types of Fibre Containers*
NIAGARA FALLS, N. Y.

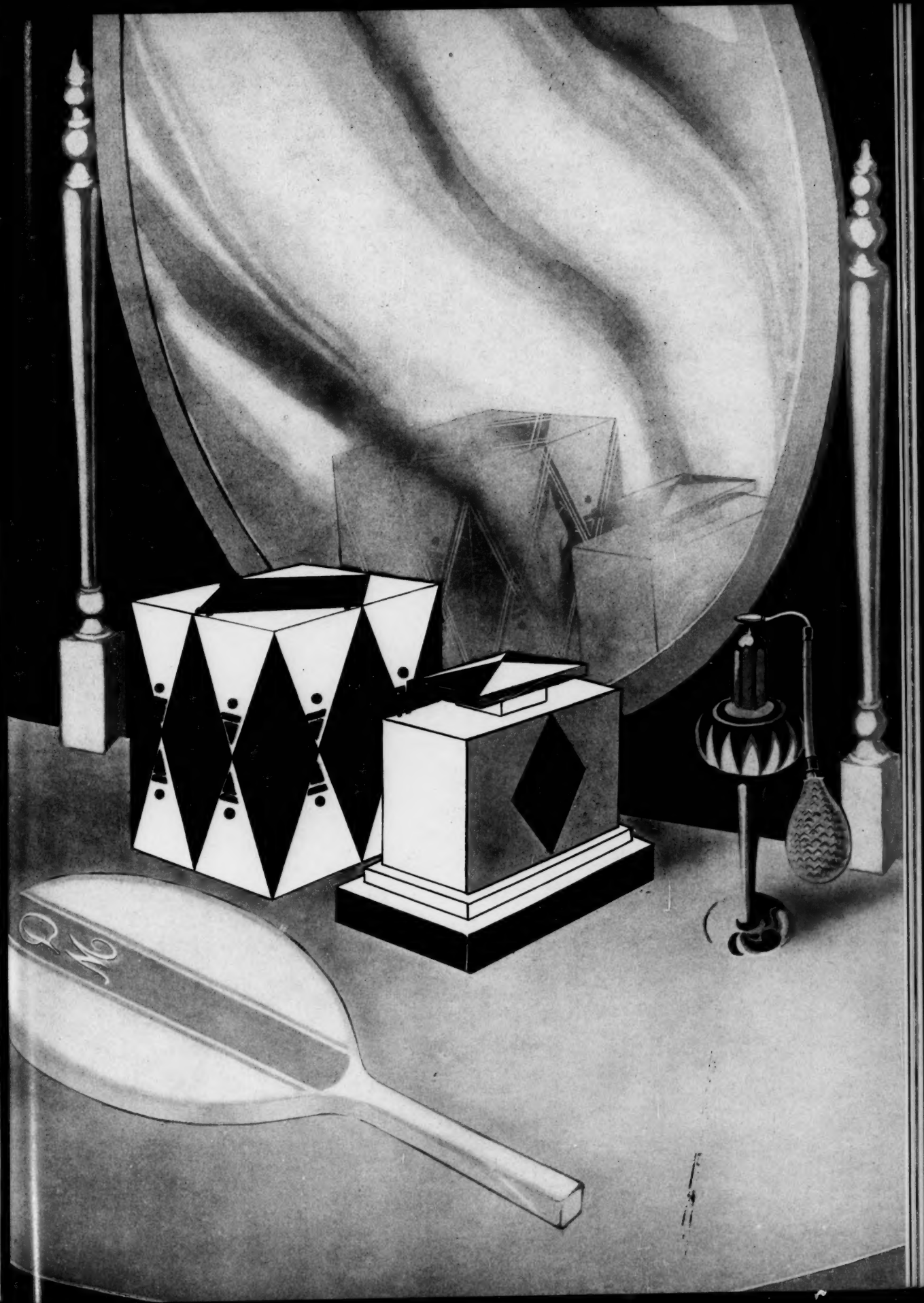
50 Church St.,
 New York, N. Y.

James O. Leavitt Co.,
 Ogden, Utah

608 So. Dearborn St.,
 Chicago, Ill.

Harry W. Brintnall Co.,
 San Francisco, Cal.

Modern Packaging



Where Quality Counts

Products designed for immediate consumption; foodstuffs, for instance, require only momentary package appeal.

Products designed for continued use, in the package, are bought because the package is part of the product. Such packages call for gold stamping . . . for beauty and the subtle appearance of extra quality which means distinction.

Specify Brighten Roll Leaf ▼

Wherever gold stamping is prescribed, Brighten Roll Leaf should be specified. Where quality counts, poor stamping is worse than none at all . . . hence none but the leaf which by its very nature insures fine, clear and brilliant embossings and stampings should ever be relied upon to establish your boxes as quality packages. Packages embossed with Brighten Roll Leaf will be at once an inspiration to salesman, retailer and purchaser . . . and doubly inspiring will they be to the sales charts.

The H. Griffin & Sons Company

Chicago
701 S. Dearborn St.

New York
65-67 Duane St.

Boston
95 South St.

Agents

The Sheridan Machinery Co., Ltd., 48 Gray's Inn Road, London, W.C. 1
Brown Brothers, Ltd., 100 Simcoe St., Toronto, Ontario, Canada
Clarke & Clarke Ltd., 422 Notre Dame St., West, Montreal, Quebec, Canada



CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet your requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO
CARTON
COMPANY**

**4411 Odgen
Avenue
Chicago, Ill.**

Every Facility
for the Pro-
duction of
fine display
Advertising
Cartons



**CHICAGO
CARTON
COMPANY**

Ferguson

Automatic

Machinery



Increases Profits For These Nationally Known Candy Manufacturers

Curtis Candy Co.
Chicago, Ill.
Automatic Container Sealer

Campfire Corporation
Chicago, Ill.
Automatic Container Sealer

E. H. Edwards Co.
Chicago, Ill.
Automatic Container Sealer

Shotwell Mfg. Co.
Chicago, Ill.
Special Candy Handling
Machinery

Mars, Incorporated
Chicago, Ill.
Automatic Container Sealer

E. J. Brach & Sons
Chicago, Ill.
Automatic Container Sealer

Fred W. Amend Co.
Chicago, Ill.
Automatic Container Sealer

Nutrine Candy Co.
Chicago, Ill.
Special Conveyor Equipment

Ferguson machinery is expertly designed to meet, to the last detail, your product. Ferguson machines are money saving machines for hundreds of manufacturers—they kill waste and improve the appearance of your product—effect economy of labor, save materials and floor space.

Let a Ferguson Engineer show you the advantages of automatic machinery, without obligation. Write for catalog.

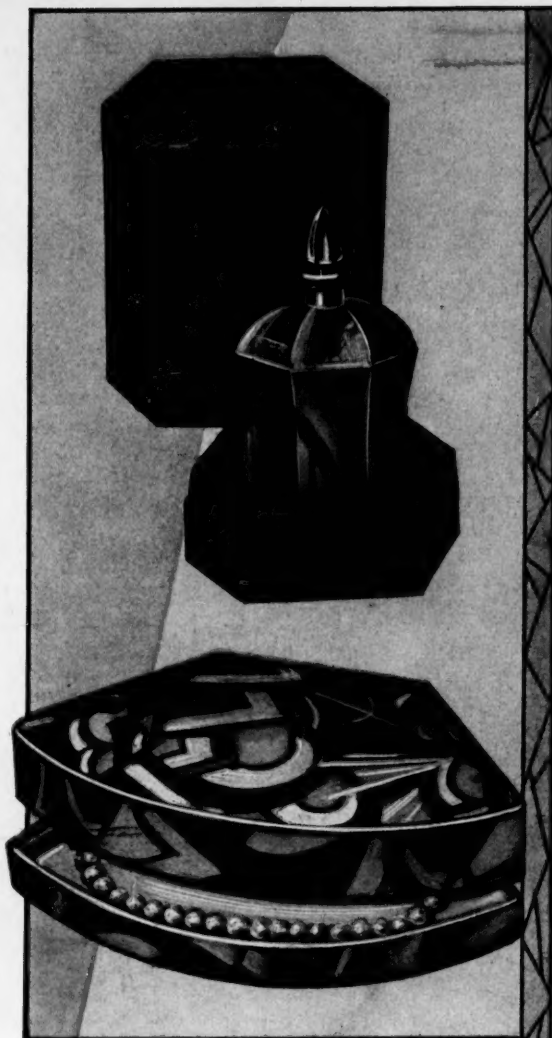
J. L. Ferguson Company
JOLIET - ILLINOIS
ST. LOUIS NEW YORK LOS ANGELES **JFo**

BRANCH OFFICES: NEW YORK CITY; LOS ANGELES, CALIF.

Ferguson

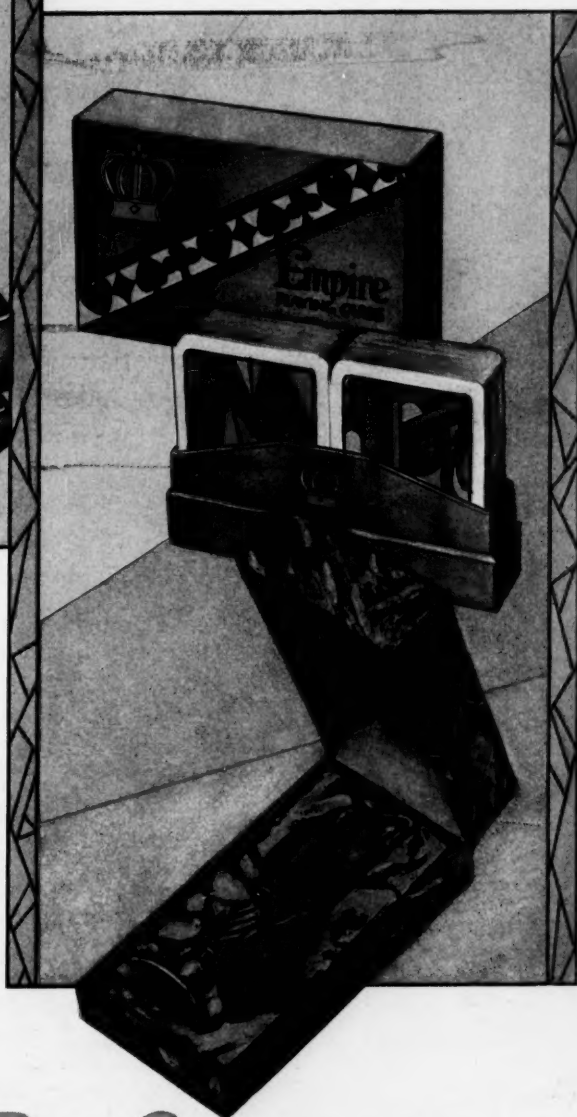
Automatic

Machinery



WE give to the design of boxes for your product the same excellent care that you give to the manufacture of your products. Mason Boxes delight the eye, are distinctive and pleasingly different.

"Royal Satin" Board Used Exclusively on Mason Quality Boxes.



Mason has helped to merchandise products of many well-known concerns. The same experts are at your disposal. At your invitation they will study your product, the channels of distribution, and then design a fitting container.

An interview costs nothing and does not obligate you. Write and let us tell you how Mason boxes will make money for you.

The Mason Box Company

Established 1891

ATTLEBORO FALLS, MASS.

Chicago Office
55 EAST WASHINGTON STREET

New York Office
175 FIFTH AVENUE

Providence (R. I.) Factory
69 SPRAGUE STREET

"A NATIONAL SERVICE TO THOSE WHO SHIP BY MAIL"



*Speed
Up
Mail Shipments
and Cut* **COSTS**

YOU can pack your mail shipments faster with less expensive labor, reduce the weight, and secure greater protection by using Mason Modern Mailers. Hidden reinforcements give them exceptional strength. Ingenious fasteners close them securely. Attractive pearl gray paper made exclusively to Mason specifications gives that distinctive look you want your shipments to have.

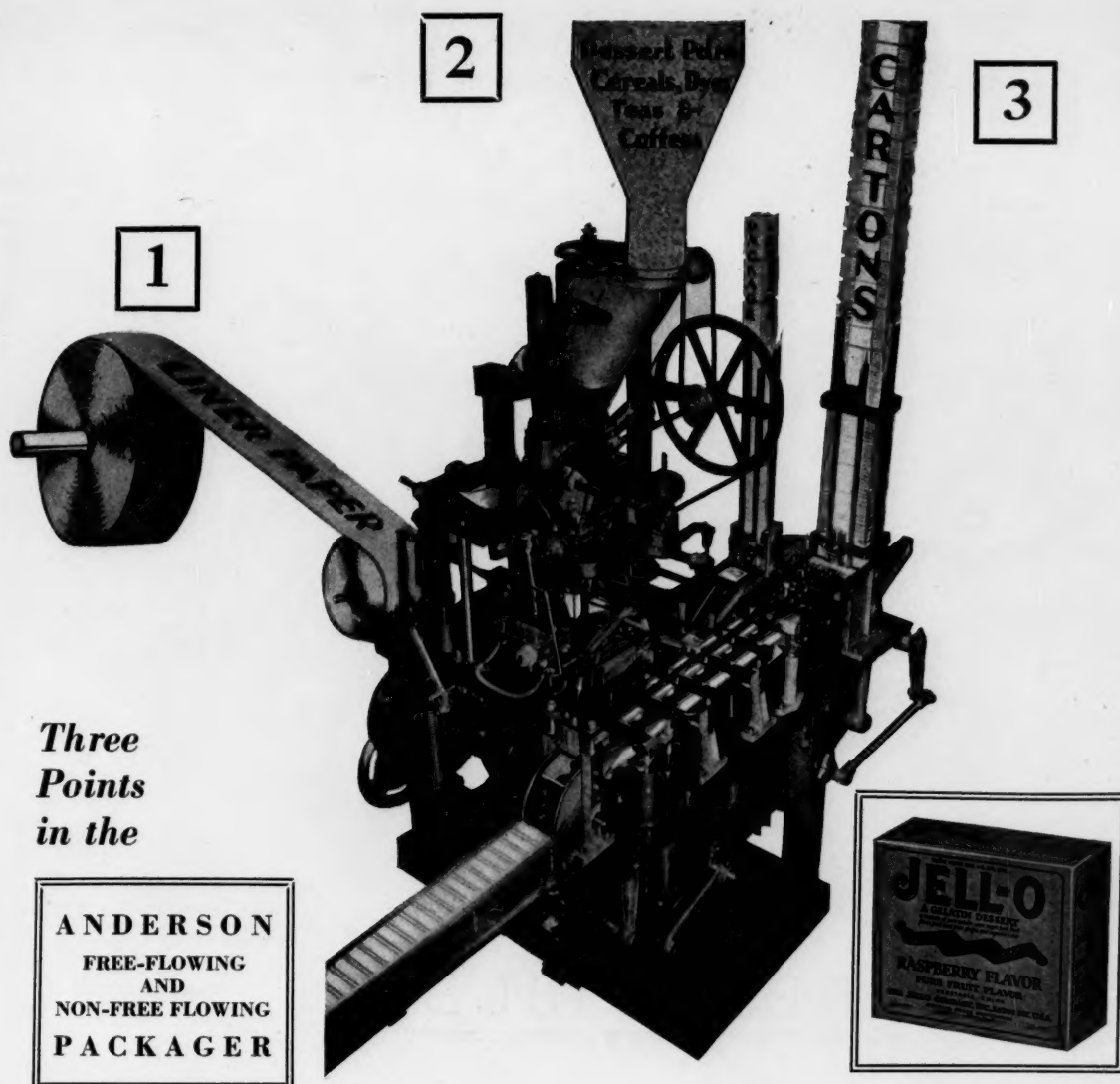
Send today for the handsome new catalog and price list!

Mason
Modern Mailers
The Mason Box Company, Attleboro Falls, Mass.

New York Office and Display Room



Flatiron Building-175 Fifth Avenue



*Three
Points
in the*

**ANDERSON
FREE-FLOWING
AND
NON-FREE FLOWING
PACKAGER**

that end the bogey of packaging ▼ ▼ ▼

GIVE the new Anderson three things, cartons, liner paper and the material to fill, and your entire packaging department is ready to work. Keep it supplied with these three and it will fill and seal ten to twelve thousand complete packages daily, one operator doing the work of eight handworkers. It will give to your product the same advantages of the "satchel bag" which have *made* America's foremost packaged desserts world famous. Give it also a package insert, if you will. But give it the three essentials and your packaging worries are over.



The Perfect Package

E. D. ANDERSON, INC.

15 Park Place

New York City

E. D. Anderson, Inc.

15 Park Place, New York

Please send us full information
about the new Anderson Satchel
Bag Packaging Machine.

Name _____

City _____

State _____ Product _____



IRRESISTIBLE!

GIFTS should be planned to captivate the Feminine eye for a vast majority of Gifts are either bought by, or for, the Charming Sex. Theirs is a discrimination which appreciates the fitness of things. Color, design and contour of the container should appeal to the Gift Sense, and Texture, especially when above-the-ordinary quality, swings the chance of choice in favor of YOUR product. To insure the maximum of IRRESISTIBLE appeal, in color, design and texture, be sure to compare your present package with a properly planned Gift Box in one of the many styles of Keratol.

A helpful information service is available to those interested—without obligation.

Samples of **KERATOL** for the asking,
from **THE KERATOL COMPANY**
South and Van Buren Streets, Newark, N. J.



STAMPED WITH BRIGHTEN LEAF

WHITING-PATTERSON CO., INC.

336 FOURTH AVENUE, NEW YORK

BOSTON PHILADELPHIA CHICAGO MINNEAPOLIS
ST. PAUL SAN FRANCISCO SEATTLE

(MS-204)





PAPERGLAS PRESENTS

A GARDEN IN GLASSINE PAPER—

Artists have succeeded in capturing the beauty of a summer garden in many mediums . . . in canvas, in silk, in stone and metal. It remained for the Westfield River Paper Company to apply the enchantment of floral design to glassine paper.

With the presentation of Persian Rose and Floret, the Paperglas Family of embossed glassine papers reaches a total of seventeen varieties. Yet, despite wide variation in design to meet different needs, a thread of similarity may be found running through the entire list . . . a similarity based upon the thesis that, for each need of each Paperglas user, there must be a design which will form an integral part of his completed package, artistically of as high an order as any other part of the package.

In keeping with this thesis, Persian Rose is now being produced to meet the need for a floral embossing of outstanding originality and beauty: Floret to bring a flavor of modernism to a field where hitherto it had been unknown. A selection of great beauty can now be obtained . . . through Westfield River . . . in these newest of glassine papers.

Westfield River Paper Co., Inc.
Russell, Mass.

New York City Office
501 Fifth Avenue

G.

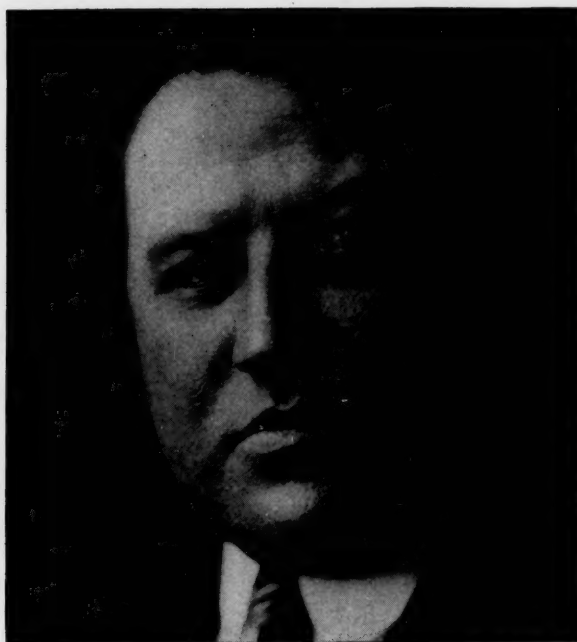
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G. W. DUNNICAN, Chief Engineer

LEHN & FINK, Inc.

"Profits can quickly be reduced—even completely wiped out—through inefficient packaging, in these days of large volume production and small profit margins. Naturally, with our immense output we observe every precaution to guard against waste or inefficiency in this final phase of our production."



"Packaging efficiency is often the difference between profit or loss"

"Profit," says Mr. G. W. Dunnican, Chief Engineer of Lehn & Fink, Inc., Bloomfield, N. J., "can quickly be reduced, even completely wiped out, through waste and inefficiency in packaging, especially in these days of large volume production and small profit margins. Naturally, America's largest producers must maintain the highest possible efficiency in their packaging operation."

"The highest possible packaging efficiency" is being maintained by the great majority of America's leaders in mass production, as it is by Lehn & Fink, Inc., through the use of Pneumatic Machines. Lehn & Fink, Inc., use Pneumatic Machines to fill and cap the containers for two of their nationally known products—"Lysol" Disinfectant and Hinds Honey & Almond Cream. Other nationally known users of Pneumatic Machines include Proctor and Gamble, Swift & Co., Lever Bros., Carter's Ink Co. and hundreds of manufacturers of similar character producing both liquid and dry products.

Pneumatic engineers are at the service of large or small manufacturers, without obligation. Send for the book "An interview" that tells the complete story of Pneumatic's experience, accomplishments and ability to serve you.

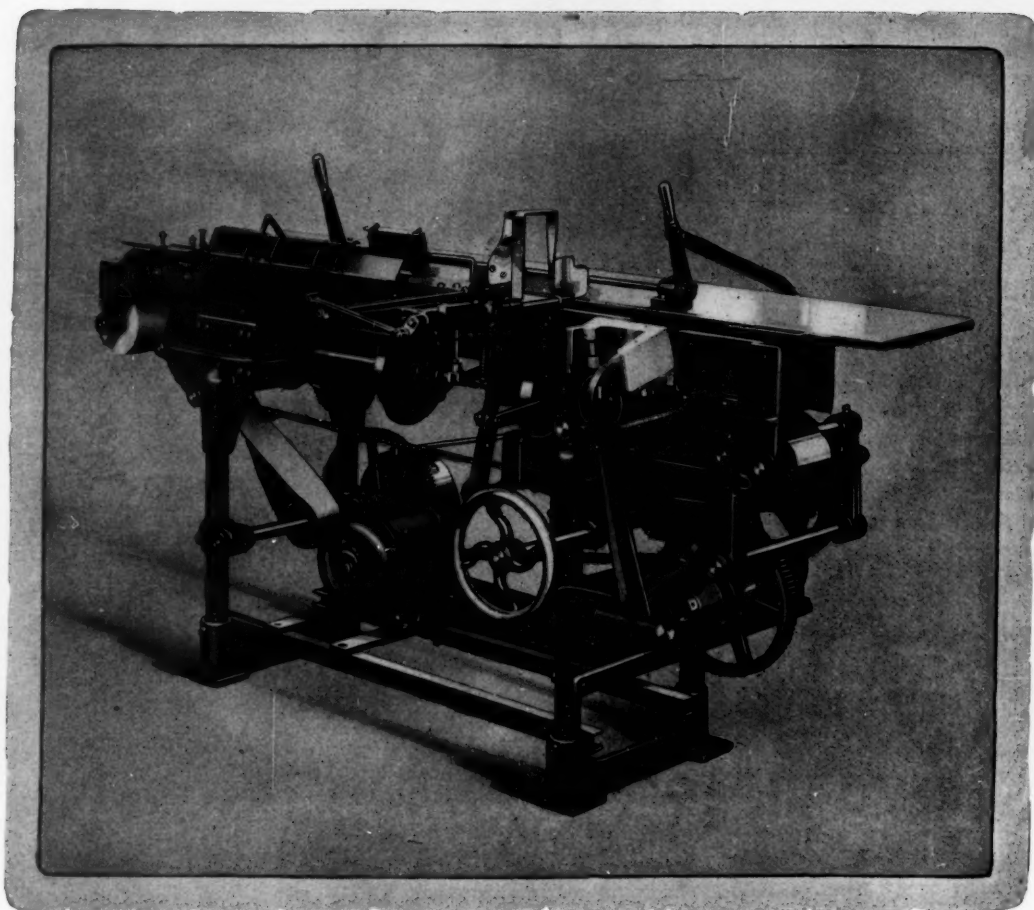


PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORP., LTD., NORFOLK DOWNS, MASS.

Branch offices in New York, 26 Cortland St.; Chicago, 360 North Michigan Ave.; San Francisco, 320 Market St.; Melbourne, Victoria; Sidney, N. S. W. and London, England

Carton Feeders	Labeling Machines
Bottom Sealers	Vacuum Filling Machines (for liquids or semi-liquids) — Automatic Capping Machines — Automatic Cap Feeding Machines — Automatic Corking Machines.
Lining Machines	
Weighing Machines (Net and Gross)	
Top Sealers	
Wrapping Machines (Tight and Wax)	
Capping Machines	



If you said, "OUCH!"

IF you said "OUCH" every time your package was pinched you would welcome a Peters Package Machine. Mrs. Housewife and her fifty friends like to finger their purchases. Under modern retailing methods a box **MUST** withstand the strain of repeated handling to hold its place in the market. This ultimate test of package construction proves the sturdiness and popularity of Peters-built containers.

Wise manufacturers consult Peters engineers for expert advice on high speed production at lower costs. These men are trained to solve the problems peculiar to your individual plant. They will analyze your industrial problems without obligating you in any manner.



PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A





Vita-Ray Gold and Silver Papers

The flash of the sun . . . the mellowness of the
moon . . . are captured by Vita-Ray Papers . . .
moving colors that please the fancy . . .
and hold the eye. Just as gold and
silver are the last word in quality
box design . . . so Vita-Ray
Papers are the last word
in quality box
creation.



For Sale by

Louis Schulman Co.

463 Broome St.
New York, N. Y.

A. S. Datz & Co.

16 S. Marshall St.
Philadelphia, Pa.

Consult our Window Display Department for ideas. Specializing in display papers, genuine
raffia grass mats, spot and flood lights, etc. Catalog of display accessories on request

I M P O R T A N T



On June Second, 1930,
the name of

The WARREN MANUFACTURING CO.

Makers of
Riegel's Glassine and Waxed Glassine
and
Riegel's Rope and Jute Papers

will be changed to

RIEDEL PAPER CORPORATION

For many years the products of The Warren Manufacturing Company have been known as Riegel's Papers.

The company was established in 1873 by John L. Riegel, his son Benjamin Riegel and three associates. John L. Riegel had been manufacturing paper since 1862.

The change in the name announced here has been made to eliminate confusion

caused by the use of a brand name different from the company name. Then, too, this change will tend to eliminate confusion between the old name and other similar names in the paper industry.

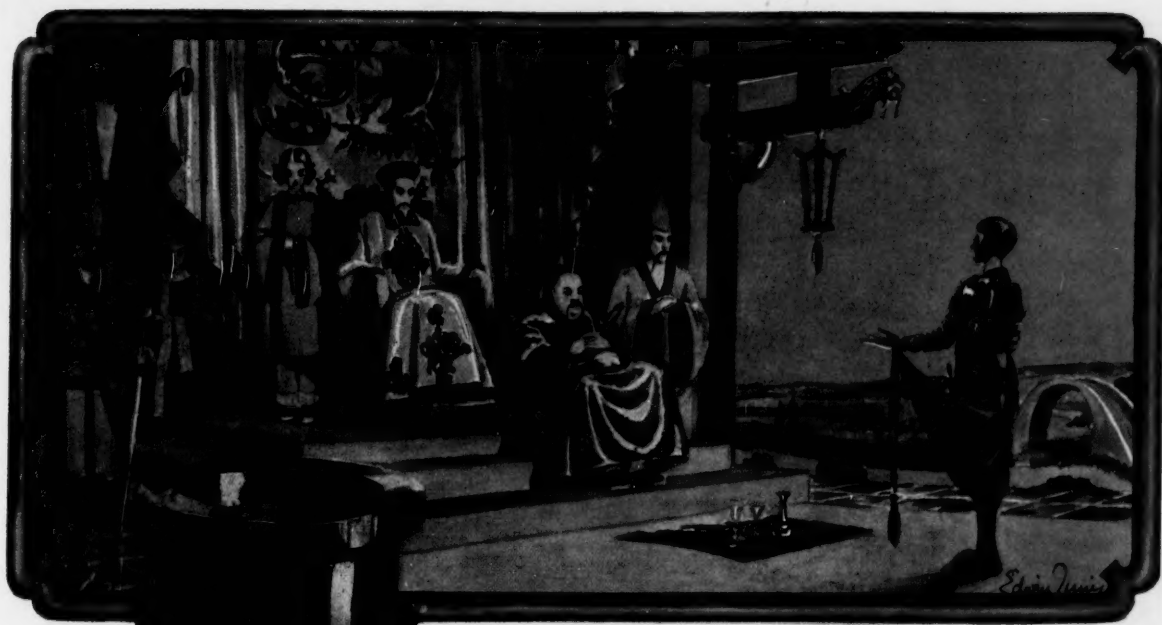
The same organization with its established policies, will continue to manufacture the same high quality Riegel's Papers.

RIEDEL PAPER CORPORATION

342 MADISON AVENUE

NEW YORK, N. Y.

Mills in New Jersey at Riegelsville and Milford



MARCO POLO PRESENTING VENETIAN GLASSWARE TO KUBLA KHAN

COLOR APPEALS

MARCO POLO displayed rare diplomacy when he included colorful glassware among his gifts to the great Kubla Khan. Color always appeals, whether it be in a present to a Chinese emperor, or in the container of a product sold to the American public. Maryland Royal Blue Bottles have increased the appeal of many preparations because of their beautiful color and high attention power on display. They will add beauty and distinctiveness to your products, too; making them more attractive, easier to remember and easier to sell! Read the complete story of the merchandising advantages of these well known bottles on the back of this page.

MARYLAND ROYAL BLUE BOTTLES

BLUE BOTTLES ATTRACT
ATTENTION ON DISPLAY



Your Bottled Preparations Need More than a Colorful Box or Wrapper

A COLORFUL BOX OR wrapper is not enough to assure a bottled product maximum attention on display. The bottle itself should also be vivid and distinctive. For users of the product naturally are more familiar with the appearance of the bottle than the box it comes in. Hence, in modern window displays, both are shown.

That is why it will pay you to pack your products in Maryland Royal Blue Bottles. They always stand out on display because of their vivid and distinctive color. Thus, they

make your preparations easier to sell, because of the well-established merchandising principle that "the more readily a product is seen and remembered, the more freely it is bought."

In addition to royal blue containers, we manufacture green tint and flint bottles of the highest quality. Modern equipment, skilled workmen and high-grade materials are your assurance that all Maryland bottles are of uniform quality, accurate capacity and dependable strength. Write today for full information and sample bottles—royal blue, green tint or flint.

MARYLAND GLASS CORPORATION

BALTIMORE, MARYLAND

ROYAL BLUE • GREEN TINT • FLINT CONTAINERS

New York Representative, 270 BROADWAY

Pacific Coast Representative, PACIFIC COAST GLASS CO., SAN FRANCISCO, CAL.

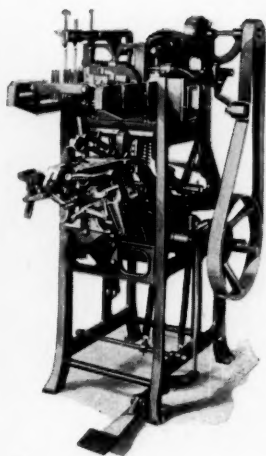


Will your labeler
do **THIS** ? →



This one bottle was foiled perfectly 25 times

with an improved NATIONAL Labeler



The
NATIONAL "STANDARD"
LABELER

THE smoothness and accuracy with which the Improved National Labeler applies foil and labels strikes a new note of efficiency in labeling machine operation.

Recently on a test demonstration the Improved National foiled and labeled one bottle perfectly twenty-five times. Each foil was affixed exactly over the preceding one with such precision that you have to "tilt" the bottle to detect the extra foils. The Improved National works so smoothly and accurately that not one foil or label was torn or

crumpled during the demonstration.

You can improve the appearance of your product and at the same time reduce your labeling costs with the Improved National Labeler.

Our new booklet entitled "Labeling Machines" explains the operation of the Improved National clearly and graphically. Send for it today.

One of our special labeling machine representatives will be glad to call and explain its operation in detail. A note on your letterhead will bring him.



Division of
THE LIQUID CARBONIC
CORPORATION
CHICAGO, ILLINOIS

THE O & J LABELING MACHINE COMPANY

60 Ellsworth Street • Worcester, Mass.

All that glisters is not gold
Often have you heard that told

—SHAKESPEARE



We Agree with Shakespeare

Shakespeare was not writing about box wraps when he penned these lines—although he might have been. He might have been referring to the "genuine gold" appearance of some distinctive box wraps embossed with PEERLESS ROLL LEAF by the PEERLESS PROCESS.

Box wraps embossed with PEERLESS IMITATION ROLL GOLD LEAF have the look and "feel" of genuine gold. While we have seen some striking effects achieved by ordinary bronzing and embossing they simply do not compare with wraps produced by the PEERLESS PROCESS.

Any printer can produce distinctive embossed box wraps on a platen press of the Thomson Laureate or Colt's Armory type equipped with a PEERLESS Roll Leaf Attachment and a heating plate. One press operation, one impression of an embossing die transfers the gold, silver, or metallic color from a roll of PEERLESS LEAF onto the paper stock, embossing the design in the same operation. Practical! Simple! Economical!

May we send you some samples of embossed box wraps and more information about the PEERLESS PROCESS? Write to PEERLESS ROLL LEAF COMPANY, INC., 917 New York Avenue, Union City, N. J. Branch offices in New York, Boston, and Chicago.

For an actual example of a box covering paper embossed by the PEERLESS PROCESS see the Royal Card & Paper Company insert facing this page.

The PEERLESS PROCESS FOR DECORATING DISTINCTIVE PACKAGES







PRODUCED BY
THE PEERLESS PROCESS

Metallic stamping can be done perfectly on
PERFECTION BOX COVERINGS

Delightfully Refreshing

.....are the new colorful,
yet conservative box
papers that we are now
offering.

A change of dress for
your boxes will revive
many a dormant line.



*Our sample service is very
comprehensive....and free*

ROYAL CARD & PAPER CO.

Manufacturers of Perfection Box Papers

ELEVENTH AVENUE & 25TH ST., NEW YORK, N. Y.

STOCKED BY

BRADNER SMITH & CO.
333 South Desplaines Street
Chicago, Ill.

ZELLERBACH PAPER CO.
Divisions in the principal cities
on the Pacific Coast

DISTRIBUTORS

HENRY L. GOODMAN, Boston Representative
JOHNSTON PAPER CO., Cincinnati, Ohio
CENTRAL OHIO PAPER CO., Columbus, Ohio
CARTER, RICE & CARPENTER, Denver, Colo.
SEAMAN PATRICK PAPER CO., Detroit, Mich.
JOHN A. HEINRICH, INC., Minneapolis, Minn.

CARPENTER PAPER CO., Omaha, Neb.
RAYMOND & McNUTT CO., Philadelphia, Pa.
BROOKS PAPER CO., St. Louis, Mo.
E. C. PALMER & CO., Houston, Tex.
In Canada { PAPER SALES, LTD., Toronto
 { PAPER SALES, LTD., Montreal

THIS SPECIMEN SERIES 168—TURQUOISE BASE
STOCKED IN MANY COLOR COMBINATIONS



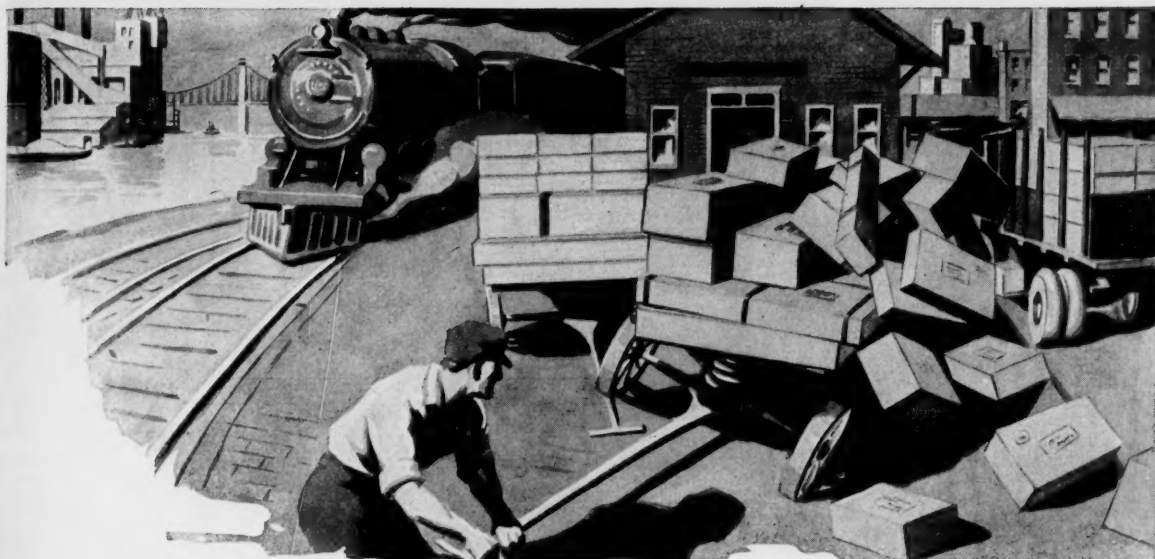
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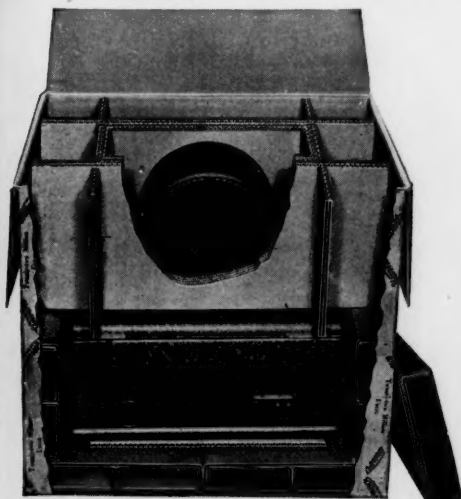
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Quality Containers Neutralize Abuses

ROUGH usage during transportation, of which the above illustration is suggestive, is something that you as a shipper must foresee and provide against when you buy your fibreboard shipping boxes. You must buy boxes that have the strength, the backbone, the resistance and the aggressiveness which enable them to deliver your goods, intact, at destination—as your customer would want them delivered. You cannot afford to court trouble with a temperamental customer by shipping in poor quality boxes that do not stand up under abuse.



How a fragile radio can be packed and shipped in a corrugated fibreboard box. Note double wall reinforcements for protection.

If you use corrugated fibreboard boxes, our high cushion corrugations will be found effective in neutralizing transportation abuses because they run 36 to the foot with 3/16 of an inch between the heavy liners, giving a board caliper of practically 1/4 inch over all—an unusually strong, tough board, which meets every railroad requirement.

These high corrugations have become extremely popular wherever our corrugated products are used in hundreds of our biggest industries because they are always dependable in protecting shipments, incidentally reducing troubles with carriers and customers, and demonstrating their lower final cost.

On a par with our corrugated quality, our solid fibre products are extensively used and in demand by industrial fields.

Give our fibreboard Containers a fair, square trial. You will find that they are always dependable, high quality boxes, lowest in cost in the long run, that stand up strong and aggressive in the defense of your goods under punishing conditions in transit. When you write refer to Dept. 19 for quick service.


CONTAINER CORPORATION OF AMERICA

Mid-West Box Company Sefton Container Corporation

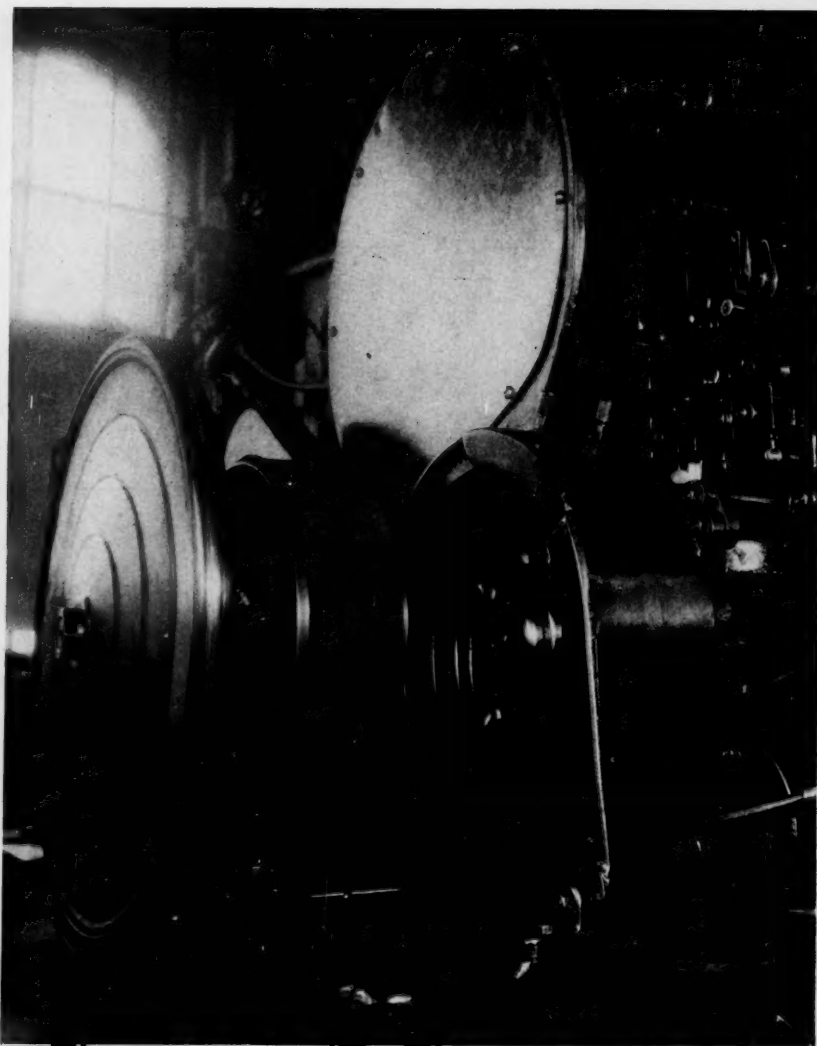
Seven Mills • Fifteen Factories
Capacity • 1300 Tons Per Day



General Offices • Conway Bldg.
111 W. Washington St., CHICAGO



When your
PRINTERS
take up your
PACKAGE



Chatham

ENGRAVINGS WILL SHOW THEIR WORTH

The printing of packages, like the printing of all successful advertising, is largely a matter of fine engraving. Chatham, being a guild of craftsmen with wide experience in the production of fine color work, is maintaining its reputation among knowing packagers as an organization devoted to the reproduction of exceptional package designs in equally exceptional engravings.

To all those who have ever experienced the disappointment of seeing an ideal design poorly reproduced, Chatham extends an invitation to investigate its record, its standing and its ability to capture the artist's conception in detail and in spirit.

Chatham Photo-Engraving Co., Inc.

PRINTING PLATES FOR ALL PURPOSES

121 East 24th Street, New York City



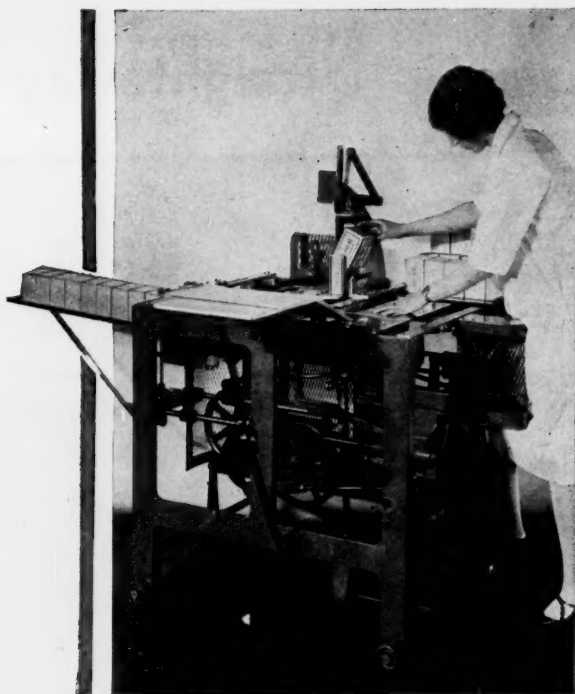


DESIGN MAKES THE PAPER

the motif — the mode
the swing — the manner
all are touched upon
by Hampden in creating
papers of vogue —
of which this sample
BROCART PRINTS
Embossed 142
is an example — a
popular priced novelty
box covering for all
kinds of packaging
— one of the newest
things out —

Large working sheets in a wide
assortment of colors will be mailed
on request.

HAMPDEN GLAZED PAPER & CARD CO. --- HOLYOKE, MASS.
NEW YORK — PHILADELPHIA — CHICAGO — SAN FRANCISCO — TORONTO



Following one two-handed feeding operation by one girl the package is completely and automatically wrapped, glued, and dropped on the delivery table. The machine is electrically operated, and actuated by the right hand on an automatic trip.

If you wish you could wrap in Cellophane

Johnson HAND FED AUTOMATIC Cellophane WRAPPER

Cellophane is sweeping along the shelves and counters of the country. Have you pictured one, or several, of your products tucked into this transparent wrapper, ready to appeal a little more forcefully to the consumer's eye? Have you been balked by the realization that cellophane wrapping would be too costly in labor, if done by hand?—too much of an investment in high speed fully automatic machinery for the size of your output.

Here, then, is a profitable compromise: A low-priced *hand fed automatic* machine, suited to small volume production, offering a tremendous saving in labor.

These facts promise great possibilities for many manufacturers. Decide whether you will be interested after you learn the details. *Just send the coupon now, for a full description.*

JOHNSON AUTOMATIC SEALER CO.
Battle Creek, Mich.

Send me, please, a full description of that Johnson Hand Fed Automatic. I am checking this square ☐ to suggest that you also have a representative call to discuss its use in my plant.

Name

Company

Address

City State

MP-6-30

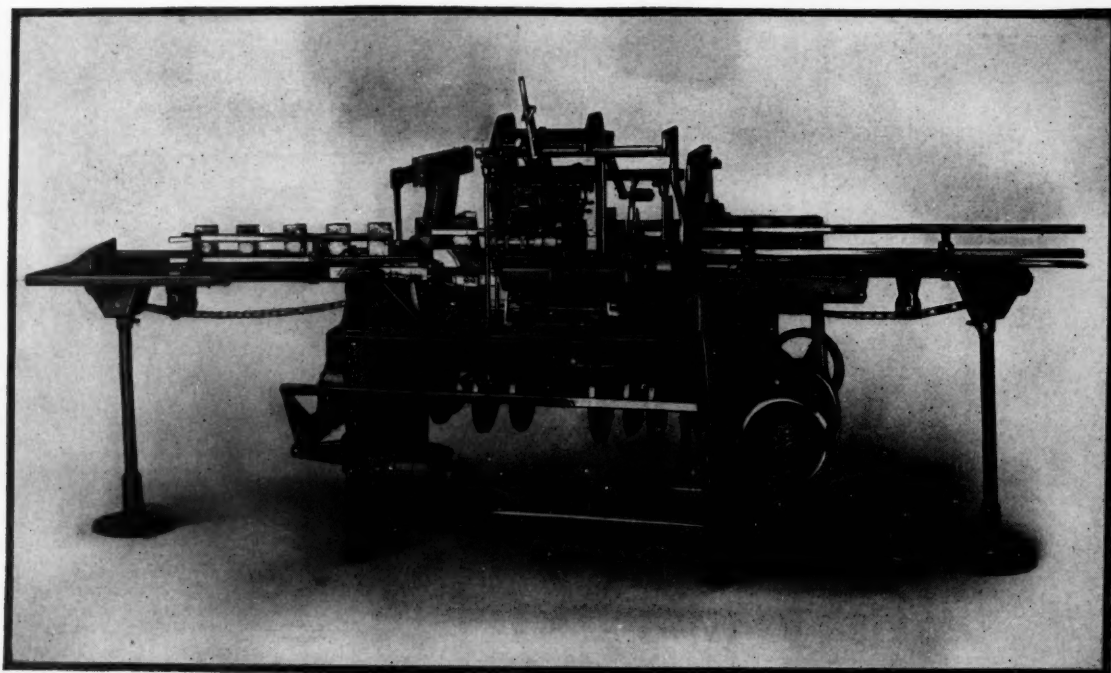
JOHNSON AUTOMATIC SEALER CO., LTD., BATTLE CREEK, MICH.

(Subsidiary of Battle Creek Wrapping Machine Co.)

Foreign Representative: C. S. du Mont, Windsor House, Victoria St., London, England



World Automatic Straightaway Labeler



Fully automatic. In two types, the Single for face labeling (as illustrated) and the Double labeler for applying front and back labels in one operation. It is particularly designed for labeling flat, round, oval or panel bottles and jars and other packages, and various sizes of bottles can be handled on the same machine.

Operating parts are readily accessible. An experienced operator can easily and quickly change the labeling attachments from one size to another. Bottles are labeled in an upright position, automatically timed and centered and each label is correctly placed. Labels are gummed in the center as well as on the edges, insuring uniform and smooth labeling. Conveyor can be made to meet individual requirements and connected to other automatic units.

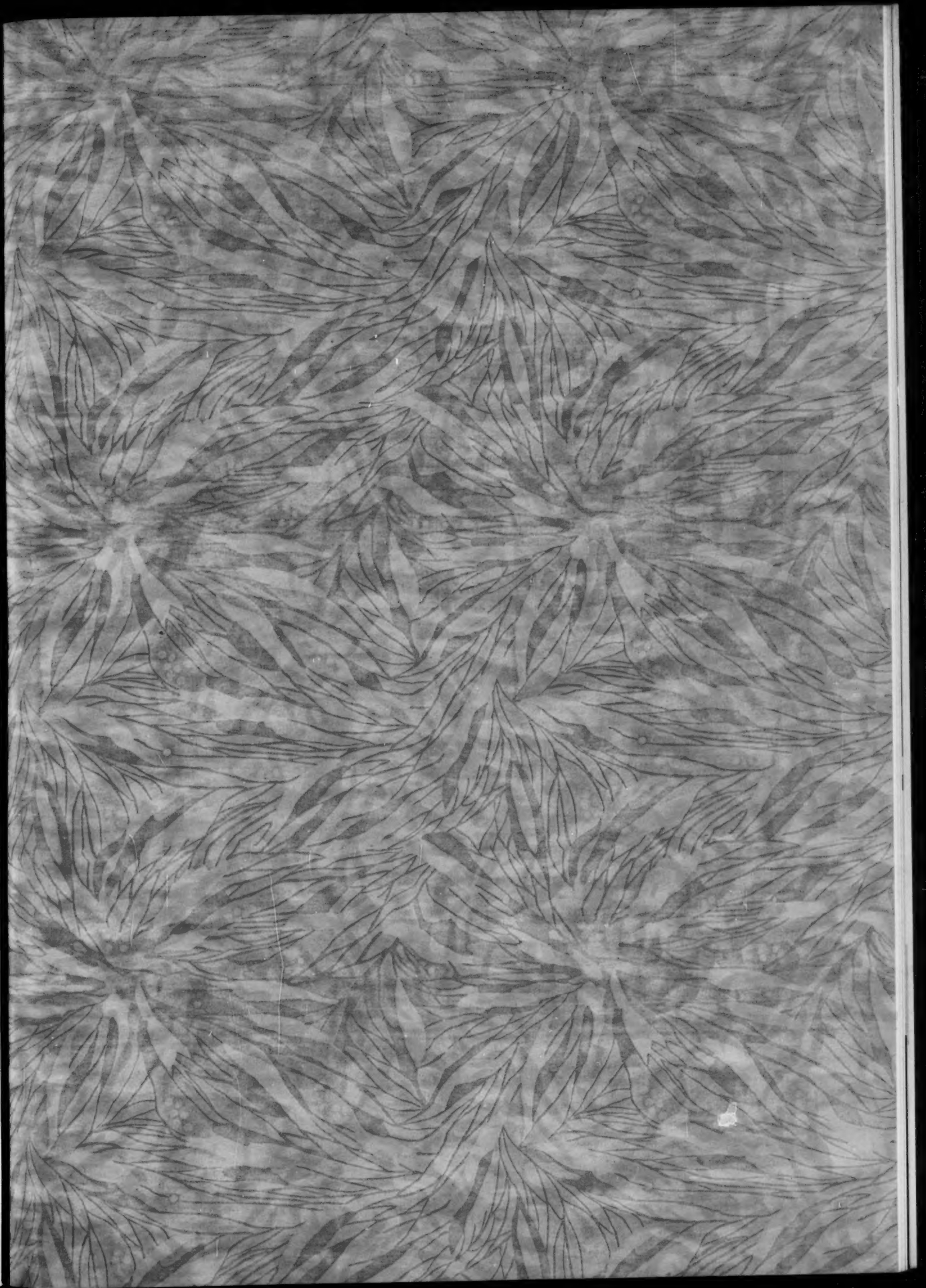
The complete line of World Labelers includes both automatic and semi-automatic machines.

ECONOMIC MACHINERY COMPANY

Largest Manufacturers of Labeling Machines in the World

WORCESTER, MASS., U. S. A.

WORLD LABELERS



COLLINS PASTEL PRINTS DRESS UP THE PACKAGE

PASTEL PRINTS have a charm that just about exhausts superlatives! They are bright and airy, beautiful, printable, easy to use and modern in spirit without being grotesque.

● One of the most popular numbers in the Collins Line of Pastel Prints is SERIES 260, made in Peach ... Carnation ... Straw ... Tan ... White ... Blue.

● Perhaps you will want to use one of these colors on the next package you design and we suggest you let us send sample sheets.

● Very likely we have many other fine box papers that will help you introduce variety and distinction in packaging merchandise. What type of papers are you searching for?

A. M. COLLINS MFG. CO.
1518 WALNUT ST., PHILADELPHIA

NEW YORK—GEO. W. MILLAR & CO., Inc.
284 Lafayette Street

BOSTON—HENRY L. GOODMAN
110 High Street

CHICAGO—A. M. COLLINS MFG. CO.
Conway Building

PACIFIC COAST—ZELLERBACH PAPER CO.



A

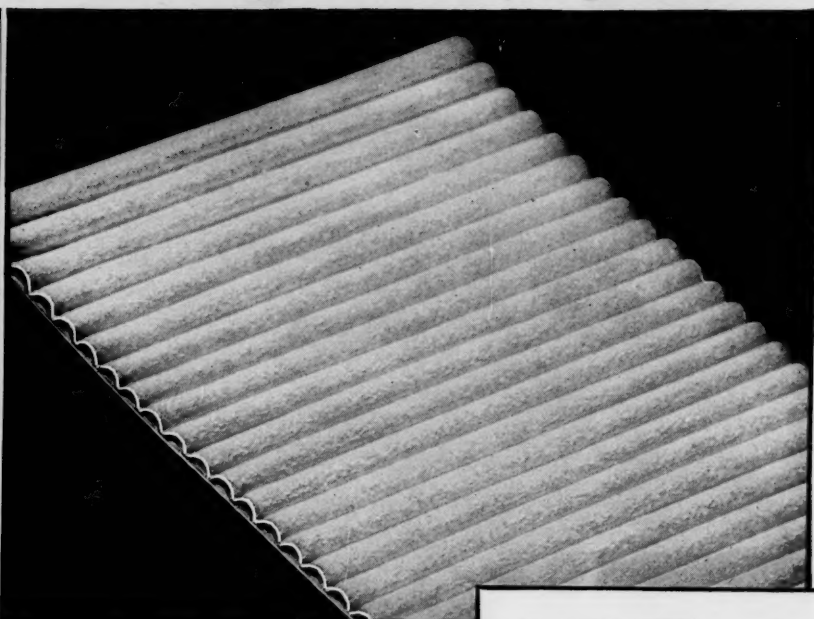
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Announcing Billowpak



A New Refinement—*plus* New Efficiency for your Package Interior

LUXURY with strength; softness of velvet—white, beautiful—that's BILLOWPAK, the new Kimberly-Clark product for packing and packaging.

Air-cushioned—because those sturdy arches of softest cellulose fibre construction confine AIR, the best of all cushions.

BILLOWPAK folds any direction without cracking. It is

super-absorbent of moisture. It provides excellent insulation against heat or cold—is dustless. A marvelous, new product that you'll want to consider for your product's package design. It is low in cost, easy for your packers to handle—packing labor is an important cost item. Will eliminate damage to your product from the time it leaves your factory until delivered to the user.

Free samples furnished without obligation. Use coupon or your letterhead. Ask our help if desired.

BILLOW PAK

REG. U.S. PAT. OFF. AND FOREIGN COUNTRIES

C R E P E W A D D I N G

June, 1930

Specify Billowpak in designing packages for

Atomizers	Jewelry
Auto accessories	Lamps
Airplane parts	Leather goods
Beads	Lenses
Bric-a-brac	Mirrors
Candles	Optical goods
China	Patent medicines
Cigar lighters	Perfumes
Clocks	Pewter
Compacts	Phonograph records
Cosmetics	Picture frames
Desk sets	Radio tubes
Door hardware	Scientific products
Drugs	Silverware
Electric appliances	Soap
Food products	Toilet articles
Glassware	Vanity cases
Ink	Watches

KIMBERLY-CLARK CORPORATION, Neenah, Wis.

Address home 208 S. La Salle St., Chicago, Ill.

office or sales office at 122 East 42nd St., New York City

Please send me sample of Billowpak Crepe Wadding

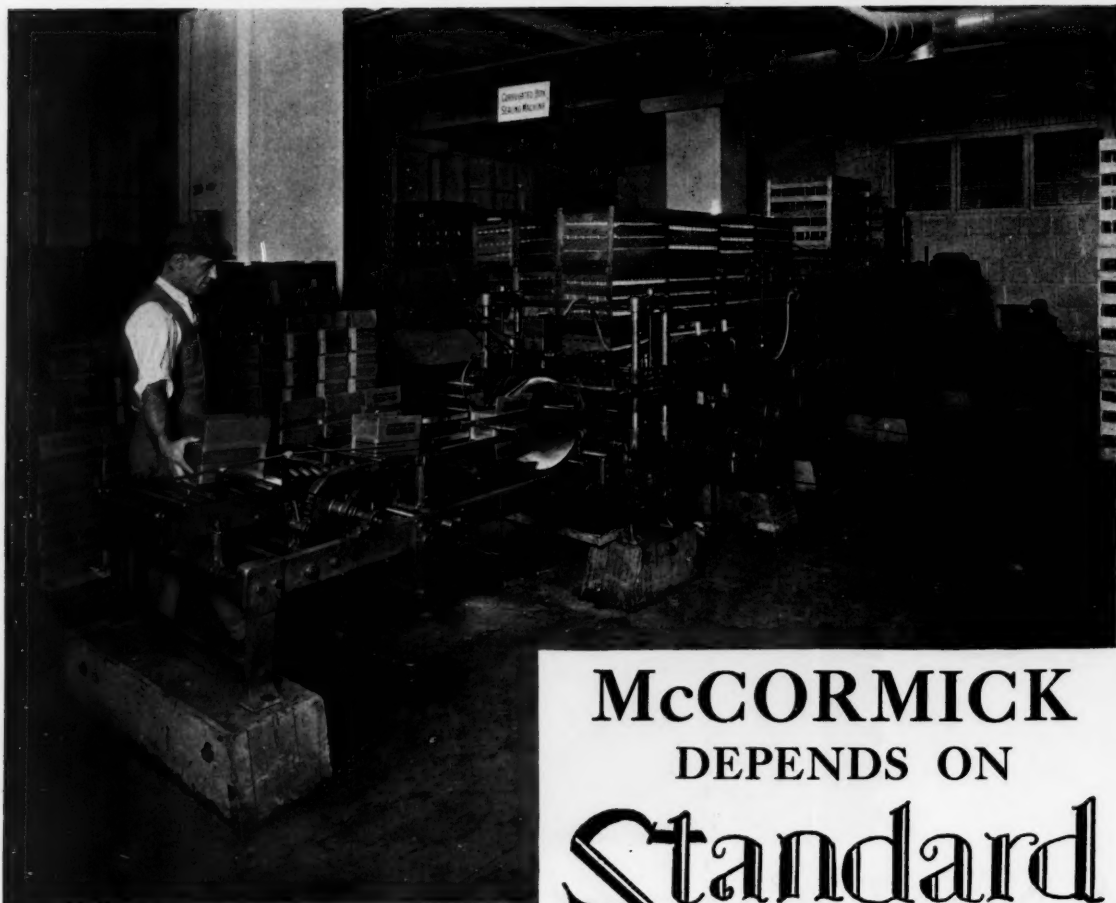
Name.....

Address.....

Attention.....

Our Product is.....

Mr. Z



McCORMICK DEPENDS ON Standard

AT the McCormick plant in Baltimore a high-speed schedule is constantly maintained by relying on STANDARD Sealing Equipment for sealing their entire output. This is one of the dozens of national packagers which has recognized the dependability of STANDARD equipment for maintaining a steady pace of high production and perfect workmanship.

Wherever profits depend on uniform high production there you will find STANDARD Sealing Machines. What STANDARD has done to reduce costs in the industries where packaging is a major factor, STANDARD can do for your plant. STANDARD Machines don't know the meaning of the word "breakdown." Installed in your plant this sealing equipment will keep up its steady pace of production day after day, year after year without a let down, without waste, and with a minimum of upkeep and attention.

MAILER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.

JOHN F. WILLARD & SON
335 E. 4th St.
Los Angeles, Cal.

Standard
SEALING EQUIPMENT CORPORATION

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

CHICAGO, ILL.
208 West Washington St.

C. S. duMont
Windsor House
Victoria Street, S.W.I.
LONDON, ENGLAND

CONTINENTAL CANS



SELL GOODS

PAINT-VARNISH-LACQUER CONTAINERS

NOW, more than ever before, the sales importance of the container is a vital force in modern merchandising. Many a "yesterday's package" is handicapping sales in today's competitive markets. Even "advertising to sell" may fail if "packaging to sell" is overlooked.

An attractive lithographed can, strong in utility value, will exert a powerful influence in increasing the sales of your product.

Continental lithographed Paint, Varnish and Lacquer Cans are helping many manufacturers to increase their sales.

Our experienced organization will gladly assist you with your "packaging to sell" problems.

CONTAINERS BY CONTINENTAL



**BEHIND THE CONTINENTAL CANS YOU BUY IS A
COMPANY WITH TREMENDOUS RESOURCES FOR SERVICE**

Continental Cans are definite and dependable factors in the distribution of thousands of products the world over.

Millions of homes look to thousands of manufacturers for products of every description protected by the tin can. These manufacturers in turn look to Continental as their never failing source of supply for quality cans.

Behind Continental Cans are 35 plants advantageously located from coast to coast—in 24

principal cities of the United States and Cuba—hundreds of experienced representatives—Research and Development Laboratories constantly making improvements in cans, in the preserving of foods and rendering service.

An efficient organization of men trained thru life-long experience to produce the utmost in quality and service are anxious to give your packaging problems the personal interest and attention they deserve.

CONTINENTAL CAN COMPANY INC.

Executive Offices: NEW YORK: 100 East 42nd Street

CHICAGO: 111 West Washington Street

SAN FRANCISCO: 155 Montgomery Street

CHICAGO
CINCINNATI
WHEELING
PASSAIC
SAN JOSE

BALTIMORE
OAKLAND
NEW ORLEANS
ROANOKE
BOSTON

DETROIT
JERSEY CITY
LOS ANGELES
CLEARING
CANONSBURG

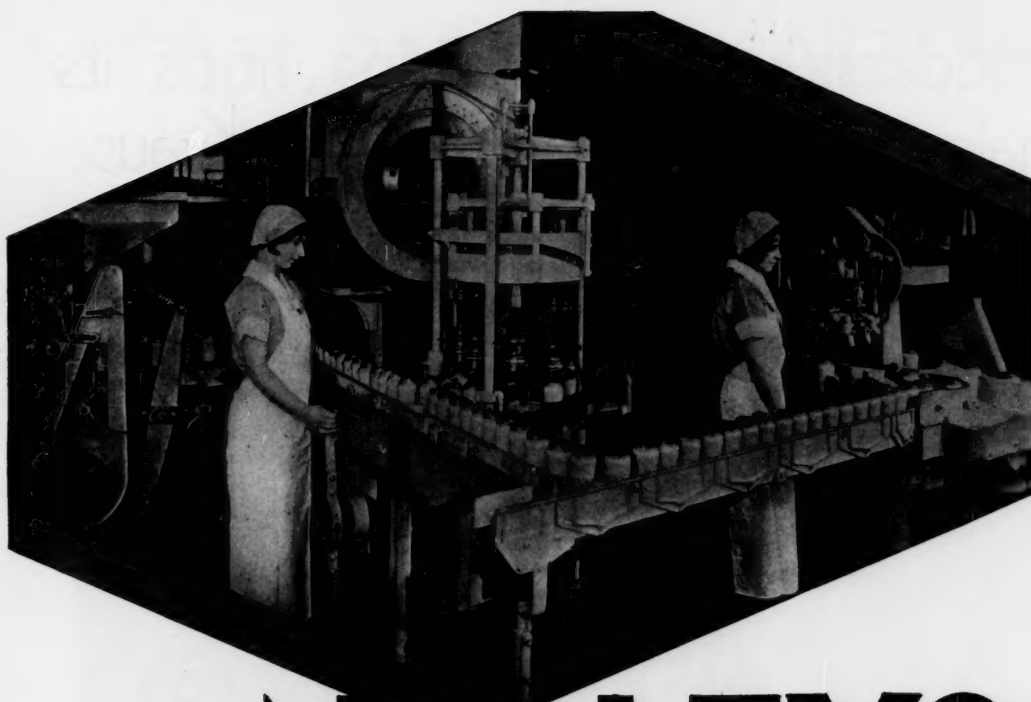
KANSAS CITY, MO.

ALBANY, GA.
SAN FRANCISCO
SYRACUSE
NASHVILLE
HURLLOCK, MD.

HAVANA, CUBA

DALLAS
E. ST. LOUIS
DENVER
SEATTLE
BEDFORD, VA.

"It's Better Packed in Tin"



NALLEYS !

A NEW ORDER of PLANT

for Mayonnaise Manufacture

A Rotary Capping Machine in the Nalley Plant at Tacoma, Washington. It is equipped with a hopper feed, operated at a maximum capacity of 80 jars a minute, and can be connected to the discharge of any mayonnaise filling machine.

in which the modern principles of factory sanitation and continuous automatic production are realized to the utmost.

NALLEYS—the last word in food plants—was laid out, equipped and engineered in every last particular by U. S. Bottlers.

U.S.
BOTTLE
MACHINERY
CO.
INC.

Bottling and Packaging Engineers

4015-31 No. Rockwell St. . . . Chicago, Ill.

Successful merchandising finds its
major support in labels by Krause



RICHARD M. KRAUSE

INCORPORATED

BOSTON

304 EAST 23rd STREET

NEW YORK

CHICAGO

MODERN PACKAGING

June, 1930

VOLUME THREE
NUMBER TEN



Packages Help Build a Business

McCormick & Company, Inc., of Baltimore Produces over Half a Million Packages Daily, Most of Which Are Handled by Machinery

By D. E. A. CHARLTON

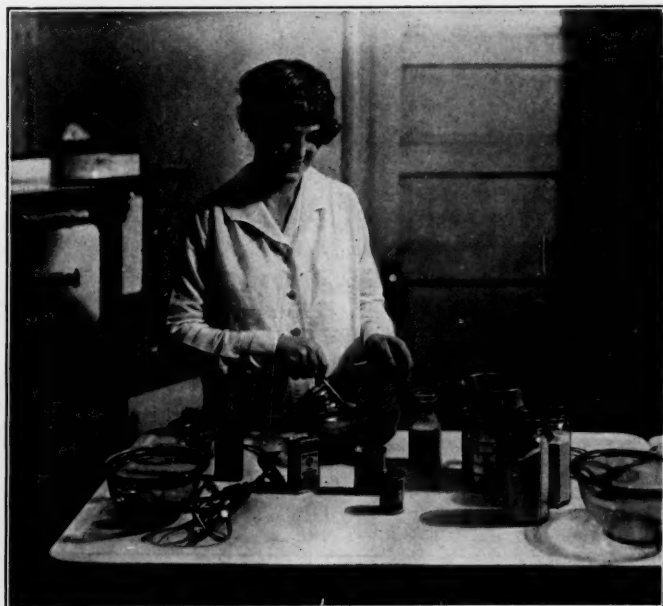
GREAT businesses are great because of their accomplishments, whether those accomplishments date from humble beginnings or are obtained by

reason of financial strength, each of which is capable of progress if attended by efficient and well-balanced management. Any institution that produces a half-million packages of products daily can be regarded as a great business and is of particular interest to packaging executives. So it is that the plant of McCormick & Company, Inc., of Baltimore, Maryland, with its modern facilities for packaging a wide variety of products, presents an enlightening study of progress and accomplishment made by that company.

This company last year celebrated the fortieth anniversary of its existence. It was in 1889 that Willoughby M. McCormick, the present head of the firm, began the manufacture of Bee Brand flavoring extracts and a line of grocery drugs in Baltimore. The business occupied one room, a cellar and back yard, and was carried on by a

staff of four. The money employed comprised Mr. McCormick's savings and some borrowed capital. The business continued to grow as the result of the manufacture of quality products and good management and in two years had to be moved to larger quarters. Mr. McCormick divided his time between the manufacturing and sales departments.

Subsequent expansions were responsible for further moves, and following the fifth of these the calamitous Baltimore fire of 1904 destroyed the (then) McCormick building at Pratt and Concord Streets. The first large building in the burned district to be rebuilt and occupied was the



In the Home Economics kitchen where packaged products are tested

new plant of McCormick & Company. Again additional space was required so that the company's wharf and warehouse were added to its holdings.

The pressure of constant expansion then led the company to purchase the property at Light, Barre and Charles Streets, known now as the McCormick block, and on this was erected the nine-story and basement,

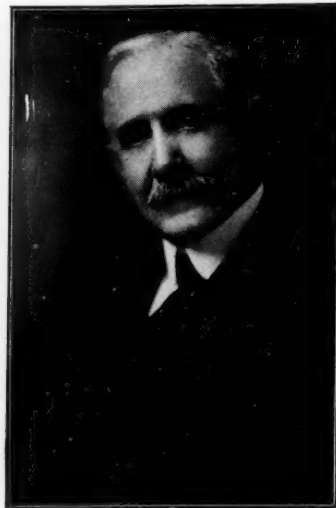
steel, concrete and fireproof structure which has been occupied since 1921. This building is said to house the largest business of its kind in the United States. It has a floor space of 12½ acres and, in addition to extensive offices and factory departments, contains a completely equipped printing plant, analytical laboratory, machine shop, assembly hall, cafeteria and home economics research department. The building faces Baltimore harbor where steamers from distant lands unload their cargoes. A private railroad siding, admitting eight cars, combining with this harbor location provides quick handling of all shipments in and out. Here are unloaded teas from India, Ceylon, China and Japan; vanilla beans from Mexico and from the islands of the Far East; lemon and orange oils from Sicily, seeds and spices from the East, Africa and Europe. Not unlike the great power whose boast is that the sun never sets on its possessions, the field from which McCormick & Company draws its supplies of raw materials is world wide. The designation of such territories is interestingly shown on a map published by the company for distribution to its customers, known as "McCormick's Map of the World."

Flavoring extracts, spices, drug specialties, mustard and mayonnaise dressings are still manufactured under the original "Bee Brand" trade mark. For teas, trade marks "Banquet" and "Bee Brand" have been acquired. The company has also made a startling success in the insecticidal line, consisting of Bee Brand insect powder, liquid spray and Red Arrow agricultural spray.

From four people in 1889 the company's personnel has grown to six hundred, including one hundred and fifty salesmen on the road. It is estimated that over 60,000 men, women and children of foreign countries are em-

ployed in the gathering of raw materials from which this company's products are manufactured. As guiding head of this organization, W. M. McCormick has won well-deserved recognition; his services and cooperation

have been widely sought by business institutions and trade associations. He is a director of the Maryland Casualty Co., of the Old Bay Line, Chamber of Commerce of the United States, and organizer of the Flavoring Extract Manufacturers' Association, the Spice Trade Association, the Tea Club and the American Specialty Manufacturers' Association in addition to his activities in many other national and local civic organizations.

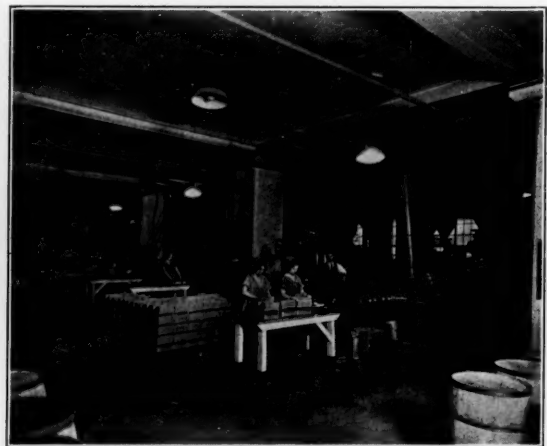


WILLOUGHBY M. McCORMICK
Founder of McCormick & Company

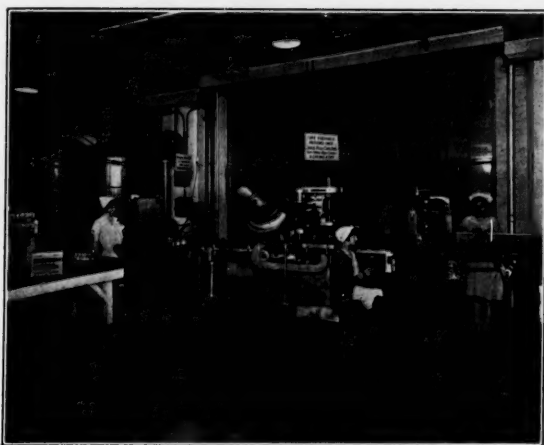
SO much for the background of an institution, in the building of which packaging has played no small part. A trip through the McCormick plant leaves a deep impression of scientific methods, efficiently applied in every department. Modern equipment, skilled workers, sanitary

conditions and other adjuncts of capable management and economical production are in evidence throughout. Such visits are not unusual, in fact, they are encouraged by the management which spares no effort in the furnishing of guides and information that will enable visitors to learn first hand of the many operations that are being conducted there. The following paragraphs relate principally to the various packaging operations, although certain production steps which directly affect the former, as well as references to other departments, are mentioned.

A printing plant located on the seventh floor provides high class printing and color work on books, pamphlets, circulars, labels, folding boxes and similar supplies. The equipment here includes four job presses, one cylinder press (automatic feed), two hand-fed cylinder presses,



Views in spice and insect powder packaging departments showing filling and cap crimping units



Unit employed in packaging prepared mustard

one cylinder cutting and creasing press for the manufacture of folding boxes, gluing machine and other devices for this work. Besides the supplies furnished by this department, the company also requires considerable additional printed work, particularly cartons, and those are purchased from outside companies. This floor also contains storage room for spices, crushing and preparation room for insect powder, pepper cleaning room and mustard storage room. It should be stated here that throughout the entire plant every effort has been made to follow the gravity principle, so that commencing with the raw materials on the upper floors successive operations take place as the production line descends to the lower floors.

On the sixth floor is found various storage rooms, the laboratory for the production of household remedies and the analytical laboratory where research work and the testing of all incoming and outgoing goods is carried on. Here also are found in separate departments the equipment for producing vanilla extract and mixers and dust collectors for the blending and cleaning of tea.

Stocks of cans and teas are kept on the fifth floor, likewise the milling equipment for spices. The latter includes pulverizers, roll cutters, choppers, cleaners and sifters, each machine being equipped with an automatic feeding device which assures an even feed and a uniform finished product. Here are also found the grinding and pulverizing mills for insect powder as well as the mustard grinding and pressing room.

THE fourth floor is the principal receiving floor from which the various furnished materials are fed to the fillers on the floor below. Over 150 tons of rolling stock, consisting of 3500 steel and wood barrels

containing ground spices, are on this floor at one time. The tank and grinding system for the preparation of wet mustard is located on this floor; also the equipment for the manufacture of mayonnaise. Also included on this floor are cloak and wash rooms, a cafeteria capable of seating 450 people, and the Home Economics department. The latter comprises a model kitchen equipped with modern facilities for "kitchen" testing all products before they are placed on the market, an auditorium where food demonstrations are held for the benefit of various organizations and groups, and a dining room for serving luncheons and teas to visitors. Stock rooms for corrugated boxes and storage bins for tea are also included on this floor.

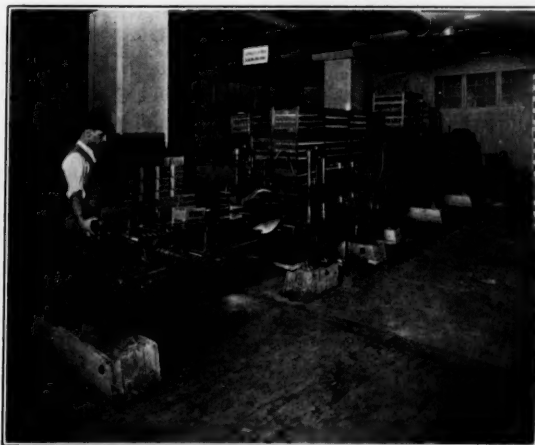
ON the third floor we see packaging operations in earnest, the entire area being given over to that work although separate departments are maintained for the several products. Prepared mustard is supplied from four tanks, two of which are utilized in filling barrels

while the other two feed to a rotary filling unit. Glass bottles (jars) containing 9 oz. (fluid) are removed from reshippers and placed on a moving belt which carries them successively through the labeling unit, filler and capper. The filled and capped jars are then placed by hand, together with a serving paddle, in cartons, the latter being formed and bottom sealed automatically. A top sealer and pressure unit, automatically operated, completes the package at the rate of 30 per minute. These packages are then hand packed in partition-lined corrugated cases (two dozen cartons in each) and sealed by hand. Five-ounce bottles are also similarly packaged.

Teas are packaged in 1-lb., $\frac{1}{2}$ -lb., $\frac{1}{4}$ -lb. and trial size, airtight (Continued on page 46)



Automatic tea bag machine



Automatic top and bottom sealer for corrugated cases

EDITORIAL

Style and Stylist

AMONG the several terms that are in common use in the nomenclature of packages and packaging there is probably none which is more frequently misunderstood and misused than "style" or its companion noun, "stylist." Both words are used with seeming abandon all too frequently, in much the same manner as "modernistic" and other terms that have been applied to package form or design.

In previous issues of MODERN PACKAGING we have attempted didactical discourses on the use of such terms and have thus far received little serious opposition to the opinions so expressed. Thus encouraged we continue. Mr. Webster defines style as "a distinctive or characteristic mode of presentation, construction or execution in any art, employment or product, especially in any of the fine arts;" a stylist is "one who is a master or a model of style." So much for the beginning; let us interpret these definitions insofar as they may apply to packages or package design.

We say a package has "style." In a broad sense we mean that it is up-to-date, in the modern mode, or conforms to generally accepted ideas of what should constitute the distinctive, the good package. It may incorporate pleasing shape, harmony in color or decoration or a combination of elements that create a favorable impression. It is considered, in effect, as a suitable package—one which is designed to fit or properly portray the goods it contains and thereby incites the desire for purchase.

We speak somewhat loosely, at times, of "styling" a package or a line of packages. Here the inference is again ambiguous. A package for a single product is designed; other products of the same brand are placed in packages which carry out the "family group" idea. But it does not necessarily follow that the line has been "styled," for certain of the containers may be entirely inadequate to effect the desired result in sales. According to a package designer of experience the logical procedure in styling a line of packages, subject of course to variations occasioned by a difference in products, is somewhat as follows. When definite decision is made regarding the items which constitute a line, the next step is to determine the containers to be used. Then the type of appeal is determined for the market to be reached. The next step is the actual decorative design of the packages, individually, to form an harmonious ensemble as a line.

We prefer to think of the present-day stylist, whether he be engaged in package design or otherwise, as functioning in a manner similar to that attributed to Josiah Wedgwood who was perhaps the first to be so recognized. Recently, Alfred M. Frankfurter, writing in the

New York *Sun*, said, "Here was a man (Wedgwood) who utilized every opportunity to acquaint himself with the advances of learning and the demands of popular taste; at the same time, he did everything possible to effect from a combination of both, the standards that were to redound at the same time to his economic advantage and the artistic education of the public." Similarly, as we see it, should style reflect and incorporate progress and appeal to good taste.

Department Store Packaging

IT is expected, according to the Division of Simplified Practice of the Bureau of Standards, that all of the field work on the survey now being conducted by the Bureau at the request of the National Dry Goods Association will be completed and the results collated by the end of July.

In the preliminary survey, six department stores were included and the work is now being supplemented by further study of others, making a total of thirty-four stores located in eighteen cities. Briefly, the plan consists of the collection of data on methods and supplies used in the wrapping and packing of merchandise, preparing this material for study and use by merchants and disseminating these findings and recommendations.

From the preliminary report we learn that in the United States "there are more than 6000 department stores, exclusive of specialty stores, doing an annual volume of business of approximately \$6,500,000,000. All of these stores distribute annually almost 3,000,000,000 packages. It is estimated that if, as a result of this survey, it is found possible to effect a saving of ten per cent in the present cost of wrapping and packing merchandise, the economies thus secured would amount to over \$9,000,000 a year." An estimated saving which justifies serious study and should be given every consideration.

In their deliberations, those in charge of the work are wisely cognizant of certain factors that are of importance in the determination of sizes and qualities of supplies, considerations of store policies, attitude of customers as well as traditions and habits. So that it may be expected that in its final form the program of simplification will be based on the degree to which varying local conditions affect the possibilities of the simplification of supply materials or the methods of packing.

According to the most recent report from the Bureau, "The largest stores require an extensive range of wrapping paper sizes, quite a large number of folding boxes, a large variety of set-up or gift boxes, perhaps an extra line of set-up boxes in addition to those used for gifts, and many sizes of corrugated cartons. These stores sell the myriad commodities common to department stores,

and some that are uncommon. Their customers expect and receive a high type of wrapping and packing service.

"The medium-size store usually sells only the things common to department stores. These things are of the same size. They can be put in the same size bags, or the same size boxes, wrapped in the same size paper and tied with the same size string or taped with the same size of tape. This store and the small specialty store, handling only women's or men's clothing, can use the same size of supplies for its merchandise as the largest stores.

"The store with a less meticulous trade or whose policy, though it may be a full department store, dictates a less elaborate wrapping service. What are its requirements? Obviously its lines of merchandise, while perhaps of different quality, are in general similar in size and shape. The differences lie in the methods used. Here, small things, for which the larger store provides folding boxes, are wrapped in paper or put in bags. It is not necessary to have gift boxes for many items for which this type of wrapping is seldom requested, whereas the policy of another store might be to provide a box for almost anything that might conceivably be purchased as a gift. This type of store requires the same sizes of supplies, but not the diversity of sizes."

As a sincere protagonist of packages and their uses we may not openly advocate all of the recommendations to be made at the completion of these findings, nevertheless we heartily endorse such a study which will make available a vast amount of data on a subject which heretofore has been a matter of guess work or individual opinion.

On Choosing Equipment

WE frequently wonder, in our visits to various packaging plants, as to the reasons for the purchase and use of certain equipment. It has seemed to us, particularly among the older established plants, that the selection has been made empirically rather than on the basis of scientific study and a consideration of operations that have been established as standard. Perhaps this has been because of limited precedents in the past, but it can hardly be said that such a condition exists today.

Discounting a natural zealotry on the part of a machinery salesman to place his equipment in a plant, there is, we believe, a sincere effort on the part of all of the reputable machine makers today to treat the manufacturer's packaging as an engineering problem—one which is to be solved with precision and economy. The manufacturer satisfies himself as to the reputation of the equipment supplier and his servicing facilities; the construction and performance of his machines; price, perhaps, and deliveries, and it is then up to both to consider ways and means within each other's capabilities. We see notable examples of cooperation between machinery manufacturers which indicate an earnest endeavor on their part to solve package production problems in plants that require a diversity of equipment which cannot be obtained from any one source. In many of these the planning has been contributed entirely by the firms

furnishing the equipment, and with the purpose of meeting individual requirements rather than conforming to any standard set up. On the other hand, we find that package producers are constantly contributing to a better understanding of equipment performance and detail, and this knowledge is being freely distributed throughout the field. They have accomplished much as pace makers for equipment with the result that better standards are becoming the general rule. The best results are those which come from a coordination of efforts—the manufacturer determines what there is to be done in order to meet his production and merchandising schedules, and the machinery supplier, as his part, conforms with specifications and equipment which can best meet the problem at hand.

Oil in Packages

DISTRIBUTION of motor oil in branded sealed bottles is not new, but oil companies are realizing more and more and more that certain sales advantages are to be had in the packaged form of their merchandise. It was recently announced that the Deyo Oil Company increased the sale of its motor oil 800 per cent during the last two years through the use of such containers. The bottles used are long and slender so that pouring may be done without spilling, crating is facilitated and the bottles may be sealed with metal caps. The bottles reduce the possibility of a substitution of inferior oils and retailers have found the method profitable because they do not need to store their station with large drums of various grades of oil formerly required.

The Kent Oil Company of Salina, Kansas, doubled sales last year through the adoption of a special 5-gal. package. This company depends on the farmer for volume, and observation indicated that the usual 50-gal. drum package for transmission oil was inconvenient, and it was a messy job to get out the oil.

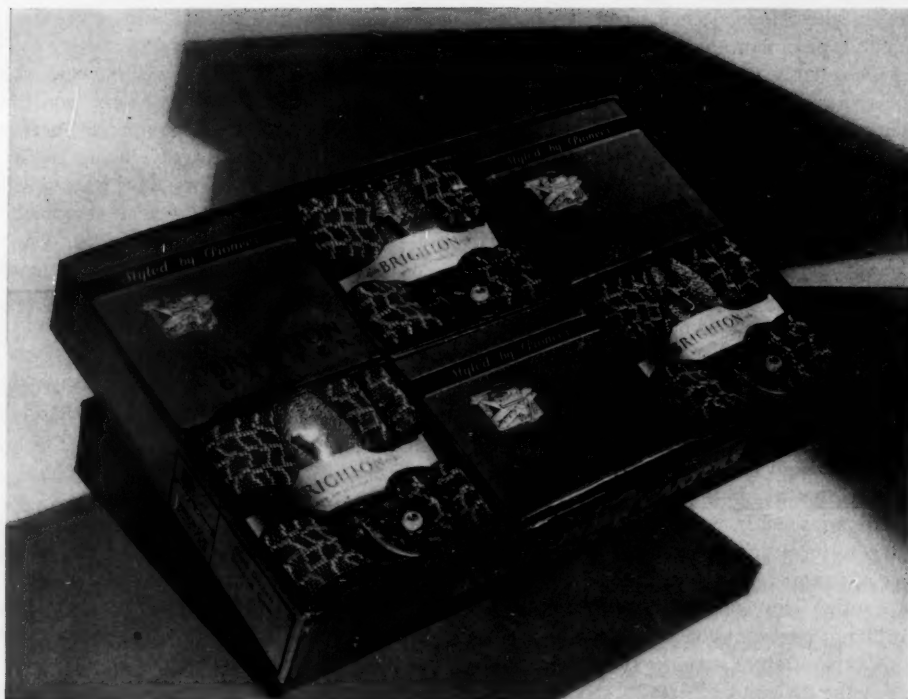
Likewise the Pure Oil Company has developed a new method of merchandising Tiolene motor oil which eliminates mistakes or substitution. This new container is illustrated and described on page 54 of this issue.

There are many other oil companies, too, who have adopted similar packages which not only compel sales by convenience appeal but assure quality and quicker service.

We Guessed Correctly

THE selected package of the month for the May issue of this publication was that of the Gilbert Products Corporation of New York. To be correct, we should say packages, inasmuch as a group was illustrated and described, including tube, bottle and their enclosing cartons. The work is that of Gustave B. Jensen who is well known for his creation of successful designs for packages and other industrial purposes.

It may be of interest to readers, who are not already familiar with the fact, to know that the Gilbert packages were recently selected for honorable mention by the Art Directors' Club in the merchandise exhibit.



Photograph by E. H. Rehnquist

A Modern Display for Men's Wear

Displaying a Product Which Appeals to the Masculine Taste Necessitates the Use of Brilliant Colors

THIS display, brimful of masculine appeal both because of the merchandise it contains and the striking method of its presentation, is a unique container used by the Pioneer Suspender Company, Philadelphia, Pa., in the merchandising of Brighton Garters.

The display is designed for the masculine trade, hence the selection of the brilliant red, combined with black, for the container. Men usually notice red articles, be it a box or a priceless ruby (with the possible exception of traffic lights), and they are usually attracted to a product displayed in this brilliant color. Therefore, this display is a truly masculine container conforming with the idea behind the color scheme—to capture the masculine trade.

The container is covered, one-half with red and the other half with black varnished paper which presents a rich appearance. Both the bottom and the front of the container are red and the top and back are black. The sides are red and black in triangular design—the top being cut to serve the double purpose of style and utility. Style—when the container is closed because it gives color contrast in the futuristic manner on either end of the container; and utility—when the container is opened for display. The container is unique in its

construction. When opened it becomes an invaluable display aid to the retailer. The cover reverses so that it forms an easel upon which the container proper stands at an eye-arresting angle on the dealer's counter. The inside of the cover is utilized as an advertising medium and carries the trade mark, the trade name and the name of the manufacturer of its contents emphasized by the phrase, "Styled by Pioneer." When the display is set up with the cover reversed this advertising appears in a prominent place on the front of the container.

The display holds twelve small boxes, each containing one pair of garters. These boxes are covered with varnished paper—the tops in red and the bottoms in black. The garters are shown on gold die-stamped cards set in the boxes and the boxes are edged with black so as to carry out the color scheme. A very pleasing effect is secured through showing three of the boxes closed and three open. The tops of the boxes are decorated with a gold-embossed label in the design of the old-time covered wagon brought up to date by the addition of an aeroplane. Across the top of each box is printed the phrase, "Styled by Pioneer," which carries out the idea of merchandising with the well-known name of the manufacturer.

(Concluded on page 51)

Displaying the Modern Package

A Consideration of the Essential Requirements of Effective Package Displays Including Color Selection and Types of Displays

By FRANCIS D. GONDA

Vice-President, Einson-Freeman Co. Inc.

WHETHER or not a properly designed package functions effectively as a merchandising medium depends to a large extent upon the manner in which it is displayed. Many packages that are correct in every detail and eye-compelling in color and composition fail to accomplish their purpose because of the slipshod manner in which they are displayed in the retail store. The reverse is also true for there are many instances where the use of a good display container has successfully sold merchandise packaged in containers that were not in keeping with the highest standards of package design. It is hardly necessary to state then the ideal selling combination is a good package in a good display container—that fact is quite obvious.

But, what is meant by the term "good" as applied to displays? What yardstick can be used in judging a method of displaying packages? Why do some displays promote sales and others not? Is there any way of discovering before distribution of displays is begun whether

or not they will aid in promoting sales?

Not so many years ago it would have been impossible to have answered any of the above questions but today, because of the exhaustive studies and intensive research that has been made in this field of merchandising it has become possible to apply certain rules to the creation of displays with the assurance that the finished product would perform its predetermined function.

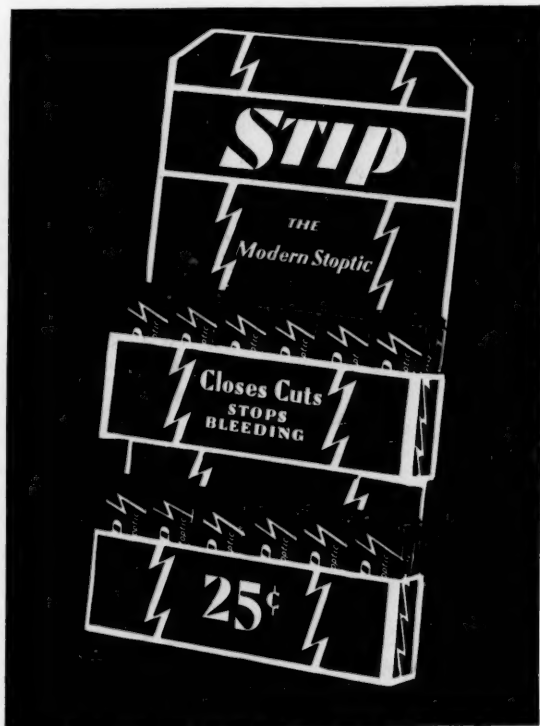
Specialists in this form of merchandising agree that display containers for packaged goods must possess the following attractions:

1. They must take up a minimum of counter space to assure general use.
2. They must have selling punch besides packing convenience.
3. They must be absolutely fool-proof and simple in construction and easy to open and use.
4. They must be practicable from the standpoint of handling in collating and shipping.
5. They must be cheap enough in price so as not to be a selling burden against the cost of the goods, but, rather, a selling help.

These are the essential requirements of good package displays. Other features to be considered are the size, shape, and color of the package, the market which it is desired to reach and the human appeal or selling point to be emphasized. All these factors must be considered



Double-tier container showing two rows of packages



Balcony-type container with folding easel



Non-shipping type container for heavy packages

if the display is to be an effective retail selling agent.

IN approaching the design of a display for any particular package it is wise to begin with an analysis of the type of store in which it will be sold. If the product is to be displayed on the crowded counters of chain stores it is frequently advisable to employ the double-tier or balcony type of display. Containers of either of these types require but little room on counters and for that reason are often granted counter space that would not be accorded to a larger display. A group of several containers of this type offer an easy solution of the window display problem to the small retailer whose window space is limited.

A fold-down, theft-proof container is frequently used for merchandise in small easily concealed packages of relatively high value. These displays are made with a folding flexible easel which permits the top flap to be folded down for shipment and the merchandise is held in a single compartment from which it may be removed by the dealer through a hidden opening cut in the back.

Several types of display containers are constructed so that they may be hung on a nail or tack driven into the edge of a shelf. This method frequently secures display space in a crowded shop that would not be granted to another type of container.

THE selection of colors for any display purpose depends upon the color of the packages

used. In some instances display containers are developed in the same color as that employed on the package; in others contrasting colors are used for the display in order to attract attention to the less highly colored packages. Frequently reds, oranges and bright yellows are used in developing display containers for merchandise packaged in dark or neutral colored containers. Because of the fact that dark colors have a tendency to merge with the colors of store fixtures and shelves they are seldom employed in the design of displays.

Display containers are frequently used to display trade-names and advertising slogans which cannot be included in the package design because of the size of the individual container. Suggestions for the use of the product are often included in the display design both in illustrations and advertising material. Occasionally they are used to suggest the purchase of more than one package as in the illustration below. This display suggests the purchase of six bottles instead of one.

The use of well-designed display containers assures the manufacturer of packaged merchandise of a "place in the sun" in the retail store. New ideas carefully and attractively developed in attractive colors and accurate designs combined with an almost scientific precision of manufacture will result in displays which are of great value in building the volume of sales and a source of increased profit to both the retailer and the manufacturer. In addition, the ease of purchase offered by these displays is greatly appreciated by the ultimate consumer.



Tray-type container that folds flat for shipment

Opportunity Waits in the Export Package

For Sales Abroad Manufacturers Should Realize That Containers Must Provide Further Protection and Incorporate Selling Appeal Characteristic of the Country in Which Distribution Is Made

By WALDON FAWCETT

LAGGARD though it be to its domestic brother, the export package is rapidly coming into its own. No mere chance is there in this sudden spurt. Nor yet the to-be-expected progress of an orderly evolution. Doubtless it was foreordained that even a business group, so self-centered as was originally that in the United States, must inevitably turn to distant markets when needs close to home have been served. At that, explanation is due for the manner in which the export package (as distinguished from export packing) is precipitately claiming attention in quarters where it had scant heed heretofore.

The secret of the rise of the export package, as a major responsibility in mass distribution, is not far to seek. Several trends of the times, several individually independent but concerting influences, have combined to push the export package to the fore. With due allowance, all the while, for the fact that we are living in the "package age" and that the United States is leading the world in adoption of package forms. With American manufacturers and the American people thus "package-minded," it is natural that they should think in terms of packages for all commercial transactions, far as well as near.

Of the positive, clearly-defined influences that have quickened export packaging, the foremost is the dawning realization in business America that a considerable share of our industrial destiny lies over the seas. It is all too obvious that in many lines of manufacture productive capacity in the United States now exceeds normal power of consumption. In other lines, where over-size factories are not yet a reality, it is no less clear that the progressive development of time- and labor-saving machinery is rapidly outstripping the increase of population in the continental United States—what with the dip in the birth-rate and the reduction to a minimum of immigration from Europe.

There are no two ways of escape. Faced with impending if not immediate saturation here at home, the American manufacturer must look farther afield for his outlets. Even the producer who has, temperamentally, no relish for international trade is all but forced to extend his market horizon. If he can convert to habitual use of his wares the teeming millions of Asia, Africa and

Latin-America he may march ahead confidentially, taking invention as it comes and junking factory equipment whenever the scrapping process lowers the cost of production, albeit the margin of profit be proportionately narrowed. Assuredly there is inspiration aplenty for business imperialists in the world-wide conquests of American safety razors, kodaks, typewriters, shoes, cosmetics and what not.

ONCE an American seller is committed to a competitive assault on foreign markets, it should be all but instinctive to him to think in terms of packages. Not because he has been packaging here at home. Nor yet because packaging is becoming well nigh universal in this enlightened republic. But simply because packaging is "indicated" for the export strategy. It is quite possible that the American exporter is up against stiffer competition overseas than he has ever encountered in his home environment. If so, he will need all the help in selling that he can summon. And the package is a sales aid. Furthermore, the American exporter, fencing for an advantage over alien rivals, has been quick to realize that most foreign marketers have not sensed the selling power of the package as have the Yankees. Hence, the shrewd impulse of the Yankee to use to the utmost the sales weapon which his antagonist lacks.

If the American export packager happens to be in one of the few lines where British or Continental firms are matching his art in packaging he finds that he may lift himself just as clear of the competitive clinches by exploitation of "reuse" and "afteruse" packages. In the Old World, the "premium package," as we esteem it here in the United States, has had but very limited development. And the "convenience container," so called, is known virtually not at all. The same is true, in degree, of the novelty package. Thus all the more subtle refinements of American packaging have, as yet, few counterparts among other nationalities and thus the American package operates as a bonus in competitive selling.

Of the several current influences that combine to accentuate the importance of the export package, perhaps the most sensational comes of the precipitate

realization by many marketers of U. S. goods that included in the so-called "export field" are a number of outlets which have been accounted domestic, or half-way domestic. Take Canada, for example. Here is a splendid and ever-expanding market which many a producer in the United States never thinks of as other than an annex to his home territory. Yet there are considerations which demand, for Canada, certain concessions of export technique if the packaging is to do its best. Examples but little less graphic lie to the south of the Rio Grande, Mexico and Panama among others, and Cuba, a rare combination of an export outpost and an extension of the U. S. marketplace.

EVERY package has, in greater or less measure, a duality of function—a juncture of the sentimental and the utilitarian. But, upon analysis, the obligation upon each of the twin purposes is found to be even more pronounced in the export package than in its domestic prototype. Just as in the case of the short-range package, the long-range package must do two things. It must protect the contents through all the stages of the journey from the seat of production to the place of ultimate consumption. At the same time it must be persuasive to purchase, either by its own charms or, more consistently, by its glorification and interpretation of the packaged commodity.

Short argument should suffice to demonstrate the heavier demands upon the export package. In the protective function the export package has, unmistakably, the heavier burden. In the average instance it has a longer journey to destination and it must brave the hazards of stowage and transshipment, not to mention the rigors of transportation by mule pack or unloading to lighters in a choppy sea. As for dependence upon the advertising element in package dress, we have only to remember that the export package is, in effect, a missionary playing a lone hand. Unsupported or only partially supported by periodical advertising and required to make an appeal to a more or less illiterate audience, sensitive chiefly to pictures, the export package must needs be carefully planned to combine copy simplicity with directness and utmost forcefulness of persuasion.

The shock of export packaging for the average American is in the defiance to the cherished traditions of standard package dress. Here in the United States packers are wont to think only and always in terms of the package form which spells concentration. The packager may indulge in redesign at intervals. He may put out his package in various sizes. But, other things being equal, his conception of package efficiency contemplates unreserved allegiance to the package that is

king. Startling to relate, such singleness of purpose and indivisibility of interests are next to impossible in export packaging if the export units are to be widely scattered. The reasons are not far to seek.

EXPORT packing need not be fickle in form but, for the best results, it may need to be varied or versatile in its symbology. Why? Because, the packer is catering to different races and nationalities, speaking different languages, living under diverse climatic conditions and subscribing to radically dissimilar religious, political and social codes. Merely on the score of language the export package must have its several versions. If that were all, packaging for export would present no serious complications. Given the equipment of a foreign language printery and it should be no great trick to substitute, by turns, French, German, Italian, Spanish, Portuguese, Chinese, etc., for English. Far more revolutionary in package effect are the consequences of racial preferences and prejudices.

When it has repeatedly happened that U. S. firms have been obliged to forsake cherished trade marks in order not to offend alien taste, it is not strange that export packaging has laid demands for drastic concessions in pattern. The main requirements of a spirit of accommodation in export packaging is that it shall bend to the sundry alien convictions regarding color and objects in nature. Such is the disparity in native customs around the world that the colors which are in one country symbolic of life and gaiety are symptomatic

elsewhere of death and sorrow. In such contrast are the color complexes of different peoples that it is absolutely impossible for an export package to don one color dress and have it signify the same thing in all parts of the globe.

Far more serious to the ideals of uniform packaging are the uneven reactions of different races and religious sects to the figures which are so often employed as "package characters." It has already been confessed that for the widest appeal the export package needs its pictures, at least as a supplement to the text. But behind seemingly innocent pictures lie pitfalls prolific of marketing disaster. Is the packager minded to adorn his package with a picture of a bird, a monkey or an elephant? Let him but consult an international guide to packaging etiquette and he will probably find that there are some countries on the map where his would-be mascot is either deeply revered—with a proportionate resentment against commercial exploitation of the sacred object—or else is abhorred with a vindictiveness that extends to any package that bears the despised beast. Even the commonplaces of social custom

PACKAGING is "indicated" for export strategy, Mr. Fawcett tells us in this article. To meet this condition in sales the manufacturer should observe certain fundamentals that are characteristic of similar distribution in the domestic market, although these must be interpreted in terms understandable by those whose favor is being sought.

have perils as subjects of export package adornment. More than once some U. S. firm has mounted on its package a picture of some seemingly innocent "co-educational" activity only to find that the import of the picture was gravely misconstrued in Latin-American countries where barriers of convention remain to separate the sexes.

IT goes without saying that physically or structurally the export package must be modified from domestic standards sufficiently to sustain the exceptional exactions which will be made upon it. For example, the packer of a food specialty who meets the demands of the U. S. market with a paper package may find himself all but compelled to shift to metal or glass when he ships to tropical countries where the climate is moist and humid. Even the slower turnover of goods in export trade may demand a package suited to long tenure. Prepared as one is for unusual demands for insulation in the walls of the export package he may be taken aback when a doctor of export packaging tells him that no less a spirit of adaptability may be needed to garb the export package.

To the U. S. manufacturer, who is young in export packaging, one of the sharpest disillusion comes with the discovery that the "shelf value" of the package must be couched in somewhat different terms for certain foreign scenes. Broadly speaking, the prescription of the age, "Make your package a poster," holds good throughout the planet. At the same time it were folly not to face the fact that the conditions of package visibility fall, in many places, considerably below the American ideal. Window dressing, which we take as a matter of course in the United States, is an unknown art in many distant communities. So, too, in many countries—particularly in the small towns—the facilities of store display and of store lighting are far behind what we expect even in a rural, general store in this country. Peeping into some of the dim and cluttered shops abroad one realizes why so many of the foreign package designers have gone in for bold, smashing effects of color and typography.

One of the prime problems of export packaging—a problem, the solution of which must be dictated by the circumstances of each individual case—concerns the packer's attitude in respect to the nationality of his product. Pointedly, the question is: In packaging, shall the American origin of the goods be treated as an asset or as a liability? It is not a question of whether the packer shall adopt for his foreign distribution a type of package that will be recognized by all discerning, alien prospects as characteristically American. Rather is the responsibility one which involves the text of package copy. Pictorially and dramatically, package art is truly international. But, whether there should be a patriotic note in the package message is quite another matter.

While, as has been said, this nationality issue must be decided by each packager according to his own lights, there is a feeling on the part of Uncle Sam's export

experts that, on the whole, our export packagers are a little too modest. Many of the American producers of packaged specialties have approached the export field with a deep-rooted suspicion that there exists everywhere abroad a prejudice against Yankee goods as such. Just how this tradition originated it is difficult to guess. Unless Americans, perceiving the awe with which our people regard some classes of wares imported from the Old World, have assumed that there must be a proportionate disdain for American goods at the seats of old civilizations.

WHAT some of our export packagers have not fully realized, perhaps, is that there is a lure in the word "imported" in virtually all markets. While it is only too true that French labels and British hallmarks glorify certain classes of commodities in American eyes it is no less true that "American made" are magic words as applied to various classes of merchandise in foreign market places. To cite only a few, there may be mentioned American shoes, typewriters, cameras, mechanical pens and pencils, etc., as examples of the manufactures which gather prestige almost indiscriminately if they can be proclaimed of American origin. Indeed, such is the Yankee reputation for inventiveness, standardized machine production, etc., that almost any mechanical device finds most ready acceptance if it boasts origin in the United States of America.

Yet another influence should operate, in the average instance, to decide American packagers to flaunt rather than suppress their nationality. In a larger proportion of countries, the customs regulations incorporate requirements for "country of origin" markings. That is to say, an American article of commerce, arriving at any of the ports, where the confessional rule is in force, must bear the inscription, "Made in the U. S. A." The notation must appear either on the article or the container. It is possible, of course, for an export packager to comply with country-of-origin labeling requirements and yet so subordinate the nationality clue that it will be found only upon close examination. But the better part of valor, in the opinion of most experts, is to make a virtue of necessity and proudly and conspicuously post the announcement that the package contents emanate from the world's foremost industrial nation.

A dream of many packagers is the "universal" export package. Realists there are who say that this ideal of a world-wide package design is obviously hopeless so long as the peoples of the planet speak a number of different languages. Be that as it may, the cause of standardized export packaging has been furthered tremendously by the latter-day development of the export package insert. Given the new resources of the all-language insert and it is practicable, at least, to hold to one basic package pattern all the various nationalistic versions of the outer shell, varying these only in respect to translations of text and color.

THE export package insert is most frequently of the "Instructions for Use" type, (*Concluded on page 51*)

Loaf Cheese in a Package

Wooden Boxes Lined with Foil and Printed with Advertising Messages Are Used by the Anona Cheese Company

CCHEESE production in the United States could be increased more than five hundred per cent if the American people liked cheese as well as they do in Switzerland. The annual consumption of cheese for each person in Switzerland is 26.4 pounds, while in the United States it is only 4.2 pounds. Cheese is good food, and it is difficult to find in any part of the world a variety of cheese that surpasses high-grade, aged American yellow or white cheddar cheese in purity, cleanliness and care in its manufacture.

Give the American people good quality cheese of a constant good flavor and they will eat more of it. Give it to them in a package containing an amount comparable to the quantity of other food stuffs they are accustomed to buying, and cheese will find a more ready sale on the market than it enjoys at the present time.

Those were the basic ideas behind the origination of the Anona Cheese Company fifteen years ago, and you will admit that prospects for a successful business enterprise looked good.

The fine flavor of the first Anona cheese made a hit with the public. Since then there has been a good demand for the cheese because of its unvarying high quality. The company has gradually expanded its production until now it is enjoying a healthy business in a full line of all regular varieties of cheese.

The Anona Cheese Company secures its supply of American cheese from Wisconsin cheese makers who use only the whole milk from Government-inspected herds. This cheese is made at all times of the year, but milk is best for making cheese during the summer months when the herds graze in pastures green with tender grass. So, each summer when the grass cheese is

being made the Anona Cheese Company invests huge sums in cheese and puts it in cold storage to ripen until it is from six months to a year old. Newly made cheese is flat in flavor, tough and hard to digest, but summer-made cheese that has been stored and properly aged cannot be surpassed in flavor and digestibility. The tough casein is entirely transformed by the lactic acid present in all cheese. After the cheese has been properly aged, it is made ready for market in little packages and loaves.

PACKAGING has contributed largely to the success of the business of the Anona Cheese Company. Perhaps the most popular package is the five-pound pasteurized cheese with tin foil around it and packed in a neat, clean, odorless little lock-cornered wooden box.

Packed in this way the cheese is protected in shipment and keeps in perfect condition over long periods of time and in practically any climate. Because of its convenient size and shape for slicing, this unit of the company's products is in great demand. The cheese does not dry out, and there is no rind. Thus, the buyer gets a full five pounds of edible cheese with no waste.

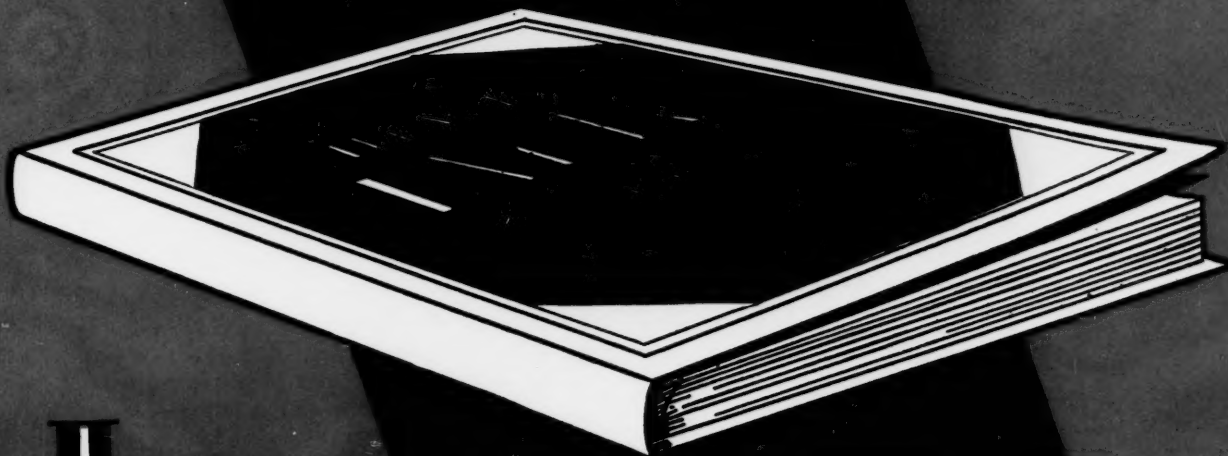


Courtesy of Wooden Box Bureau

Six boxes are bound together with metal straps to make a standard bundle

The packing of this five-pound piece of cheese is interesting. When the pasteurization processes are completed, the cheese, still hot and soft, passes by gravity to the floor below where it is fed into the hoppers of specially designed packing machines. The little wooden boxes, previously lined with pure tin foil, pass along on an endless conveyor under the hopper and are filled to the top with the hot, soft cheese. The cheese, being soft and heavy, completely fills the inside of the box. Tin foil is folded over the top of (Concluded on page 51)

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Western Address:

KANSAS CITY FIBRE BOX CO.
PACKERS STATION KANSAS CITY, KANSAS

Canadian Address:

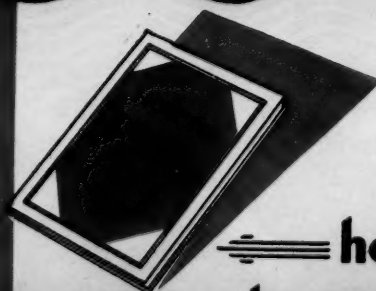
KING STREET SUBWAY AND HANNA AVE. - TORONTO

HINDE & DAUCH

SHIPPING BOXES

THE HINDE & DAUCH PAPER COMPANY
323 Decatur Street, Sandusky, Ohio
Please send me a copy of "How to Pack It."

Signature.....
Company Name.....
We Pack.....
Address.....
City..... State.....



here's the book

here's the coupon

Your Package—a Continuous Advertisement

An Interview with Walter Brooke, Who in Twenty Years with Street Railways Advertising Company, Has Been an Active Influence Upon Many Nationally Advertised Packaged Products

IT has been our good fortune recently to obtain an interview with Walter Brooke, who for many years has been engaged in the creation of car card advertising of packaged products. Mr. Brooke speaks with authority on a subject which is of vital importance to every manufacturer whose products are packaged and we feel that a careful reading of his talk will prove of benefit to every manufacturer who is faced with the problem of selecting the type of advertising suitable for his products.

"THE package is a continuous advertisement for your product," said Mr.

Brooke. "It is active from the time it is placed upon the retailer's shelf until the contents are used.

"The two outstanding elements which mark the advance of packaging are color and simplification. To a large extent, these are inter-dependent. The one makes possible the other.

"The characteristics of the old-time package were (1) the filling of every available space with printed matter, with perhaps some more or less crude pictorial device, and (2) the absence of the intelligent use of color. Nowadays the face of a package receives more painstaking attention than does the face of a society beauty. All extraneous text lines are removed. Color is skilfully employed to create

1. *The package is a continuous advertisement for your product.*
2. *The two outstanding elements which mark the advance of packaging are color and simplification.*
3. *Nowadays the face of a package receives more painstaking attention than does the face of a society beauty.*
4. *The most attractive advertisements today are in color.*
5. *It was the package that made it possible for the manufacturer to recognize color as a dominant force in selling.*
6. *You can't beat the human salesman.*
7. *Advertising will succeed in proportion as it approximates the human salesman.*
8. *No matter how many words are used in an advertisement, what counts is what people remember.*

atmosphere, character and individuality.

"Simplification of packaging has even gone so far as to influence the naming of products. Some of the most effective of present-day packages are those in which greater simplification was made possible by short names, sometimes as few as three letters. The shorter name permits a larger display of the name: a distinct asset in advertising value.

"In considering the package as a continuous advertisement, it is significant that the very same elements which are stressed in the label are the basic elements of the printed advertisement:

name, picture, individuality, text differentiation. The expression "text differentiation" is here used because in a broader sense all selling, all advertising is differentiation. If I am selling you something, I must convince you that that something is "different" in a pleasing attractive way to you. As an example of text differentiation on a package, note Ivory Soap Flakes. On the front of this package appear the four words "Genuine

Ivory Soap, Flaked." Which says in effect, "You know how good Ivory Soap is; well, this is the only package in which you can get flakes made of Ivory Soap." The Life Savers package says, "The mint candy with the hole." Or, "When you want mint candy, you



In this car card the packages are combined with a picture of the actual product



This card suggests the package by the use of its colors and design motif

want the best; the hole is your protection."

"Now, color is the thing which makes the package stand out on the shelf; and color is the thing which makes the package as well as the advertisement stand out in magazines, car cards, billboards, window displays, or wherever it may appear.

"The most attractive advertisements today are in color. Color not only attracts attention, it arrests (gets and holds) attention. It reaches out and captures the eye and takes it where it will.

"TO the package must be given generous credit for the ever-increasing recognition of the power of color in advertising. For it was the package that made it possible for the manufacturer to recognize color as a dominant force in selling.

"From his merchandising experience, he learned the importance of color-identity in getting repeat sales. From there it was a logical step to visualizing the possibilities of bringing that color identity before the public, as frequently as possible, as forcefully as possible. In short, the manufacturer saw the necessity of multiplying the mental impressions of his package as a continuous advertisement in color.



Again the package and the product reproduced in natural colors form an easily remembered advertisement

"Always, the manufacturer has recognized the human salesman as most effective of all. He will tell you that you can't beat the human salesman. He employed advertising because it works on a vastly greater scale and at a fraction of the cost. Advertising's own tribute to the human salesman is found in the statement that advertising will be successful in proportion as it approximates the human salesman.

"Recognizing from first-hand experience, and independently of advertising influence, these two fundamentals of selling (color and the human salesman), the manufacturer found himself in a splendid

position to judge the merits of advertising media best suited to building prestige for his packaged product. A substantial portion of his advertising appropriation could be invested most profitably in a medium which would permit keeping continuously before the great



Reproduction of the packages combined with a minimum of text makes this card an effective advertisement

mass of prospective purchasers, his package in its true colors.

"In addition he would, as a matter of common sense procedure, require of this practical medium that his package be presented, not ten or twenty feet high, not in one color in miniature; but, actual size, just as naturally and realistically as the human salesman would present it.

"It is these considerations I am convinced, which, directly or indirectly, have brought many of America's most successful advertisers to recognize the car card as ideally suited to advertising the packaged product.

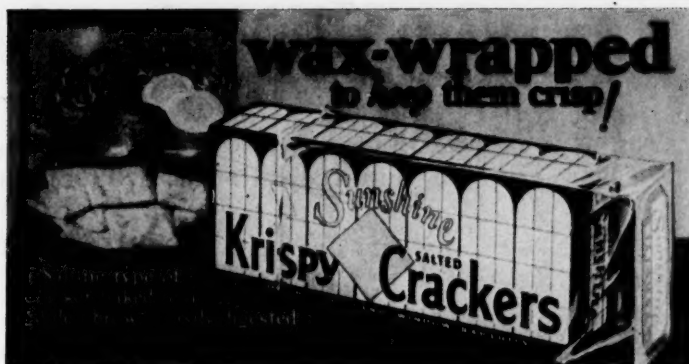
"Suppose a manufacturer is going to sell you a jar of mince meat. What more tempting means could he employ than to cut a piece of mince pie and set it before you ready to eat. That is the human salesman at work. Now, on his car card he simply cuts a piece of pie and sets it before you, ready to eat,

flaky crust, juicy filling, steam and all. Everything, including the jar, is life-size and in realistic color—the pie itself—the jar itself. That's the *n*th form of approximating the human salesman.

THE advertiser was quick to see, too, that in this highest form of humanized salesmanship he did not need 500 or 1000 words to arouse desire. When the food is set before you on the table, you do not need a hundred words to whet your appetite.

"If this were not so, our servants would be trained to accompany the serving of food with wordy dissertations extolling its virtues. Would you have the patience? Nor does the great majority of active prospects for packaged products have the patience to "listen" to lengthy texts. Many advertisers are finding this out.

"No matter how many words are used in an advertisement, what counts is what people remember. And in



The wax wrapping of the package is emphasized to suggest the crispness of the product

of that community. That his advertisement was before all these people—not for a passing glance, not once a week, not once a month; but *continuously*, day and night, month after month throughout the year. That the standard spaces were all of a generous 11 x 21 inches in size. That no advertiser could dominate another by the size of his purse. That the number of such advertisements was necessarily adjusted to the size of the car. That therefore his message could not be "lost" among hundreds of others, nor dwarfed among the giant displays of department store sales. That the car card was a kind of page which could not be skipped nor turned over, nor thrown away at the whim of the reader. That in the United States forty million passengers, every twenty-four hours, ride in front of cards, from fifteen to forty-five minutes at a time.

"But what impressed the manufacturer most of all was....that colorful package-human salesman combination. You can't beat the human salesman. You

can't beat humanized salesmanship in advertising.

"A thoughtful consideration of all the attributes individual to street car advertising justifies any manufacturer in holding the car card as an ideal medium for increasing the sales of the packaged product."

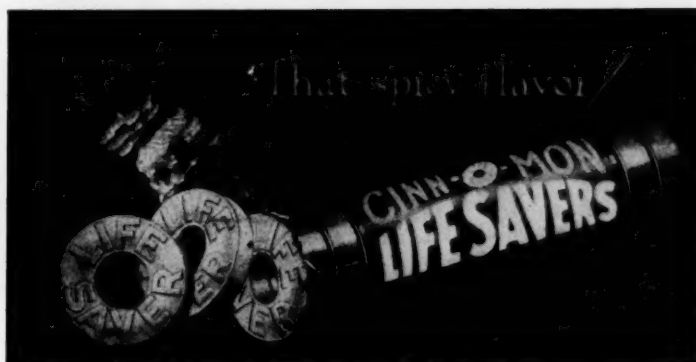


The product is reproduced in natural color and size. Well-balanced text insures remembrance of the advertisement

this connection the manufacturer found the car card automatically foolproof, because it can't say more than people can remember.

"Furthermore, he likes the idea of selecting an advertising medium from the viewpoint of his own business experience. He knew his package. He knew his human salesman. He knew what they could do in combination. It was a welcome change from trying to choose a medium primarily from the viewpoint of the medium; or in the usual terms of 'guaranteed circulation,' 'readers per dollar,' 'selective audience.'

But when he did come to this point he was of course interested to find, among other things, that the car card reached the readers of all other mediums combined—newspapers, billboards, magazines, at a surprisingly low cost. That in the average community, the number of street car riders per day equaled the total population



Suggesting flavor by the use of another well-known food

Air Conditioning in Packaging

Proper Artificial Atmospheric Conditions Secure Standard Results in Placement and Protection of Products in Containers

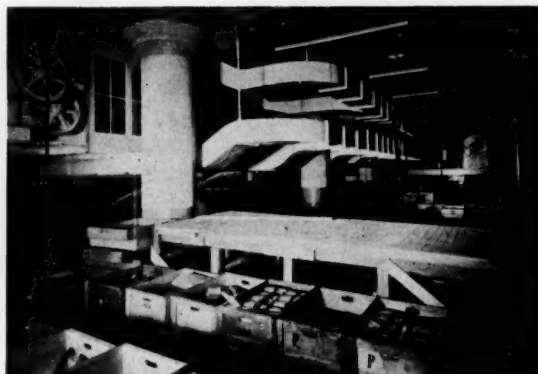
By E. B. SPURR

IN the infancy of many industries, and even today, much trouble has been caused by unfavorable atmospheric conditions which prevailed when the product was being packed, causing considerable spoilage and the loss of millions. Science has found a remedy for this by controlling the relative humidity and temperature of the air by air conditioning. Air conditioning, simply defined, means the production of artificial climatic conditions to serve a definite purpose. This artificial climate, this manufactured weather, can be maintained constantly and automatically at the same degree of temperature and at the same value of humidity, the variations being so slight as to be negligible. By doing this, the kind of weather most favorable to the manufacture or packaging of a product can be secured so that there is no guess work regarding the condition of the product from its entrance as a raw material to the end of the production chain as a packaged material.

Many of the manufacturing and packaging difficulties presented by atmospheric conditions arise from the presence or absence of humidity, the air being either too moist or too dry for some particular operation. Tobacco, for example, is very hygroscopic, as all smokers are well aware. Cigar wrappers are noticeably less dry in summer when the air is relatively moist than in winter when the air is comparatively dry. The modern cigar manufacturer has his plant air-conditioned from the storage rooms to the rooms where the cigars are finally classified according to their many sizes and colors and are packaged with a protective material. This last step is highly important as many of the wrappers and

boxes used for cigars tend to protect them from the outside atmospheric conditions, and the cigars must be just right as to moisture content when packaged.

Cigarettes, pipe tobacco and such products have the same battles to fight with the air before they reach the ultimate consumer. If a smoker buys tobacco which is dry, he is likely to change to another make which is more apt to bring him his smoking material in a moist and pleasing way. For this reason most cigarettes are carefully packed in air-conditioned rooms, in foil, cans or boxes. Many companies which also enjoy a foreign



Controlled temperature in a bread-wrapping department

trade go a step further and pack their cigarettes and tobacco in air-tight cans. This insures them that their product will reach the market, no matter where it is, in the same condition as when it left the factory. Some manufacturers consider a method like this an extreme, but the modern public pays for what it wants if it is worth it.

BEFORE this discussion goes further it might be well to give a few basic facts about air and moisture which might be called "The General Theory of Air Conditioning."

It is not the absolute quantity or weight of contained water that makes air moist or dry for practical purposes but the condition arising from the relation of this contained water to the temperature of the air holding it. All air contains a certain amount of water, absorbed from any and all of the

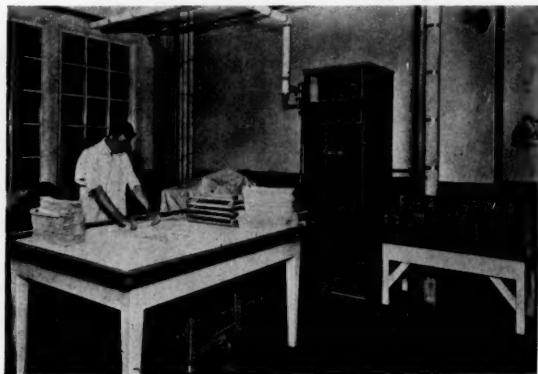


Packaging cigars in an air-conditioned factory

sources that may happen to present themselves. This water is in the form of vapor, true vapor being an invisible gas and not a visible substance.

There is always a limit to the total amount of vapor which the air can possibly contain and this limit rises with rising temperature. Thus the air at 50 deg. F. may hold any quantity of water up to, but not in excess of, 4.08 grains per cubic foot, while the limit for 70 deg. F. is 7.98 grains. The general rule is that the moisture capacity of the air is approximately doubled every 20 deg. rise in temperature.

When air is thus filled to capacity it is said to be saturated. Every degree of temperature has its own point of saturation, measurable by the maximum weight of water which it will hold. When saturated air is lowered in temperature, thereby reducing its capacity for moisture, the excess water condenses into drops like dew and is deposited on surrounding surfaces. For any given amount of moisture in the air there is a corresponding temperature at which this moisture will start to form dew. This temperature is called the "dew-

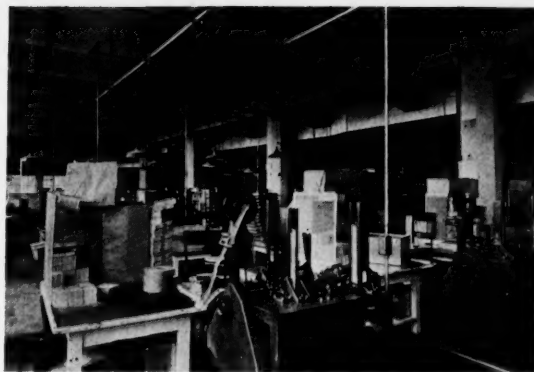


Air-conditioning unit installed in chewing gum packaging department

point." Thus the dew-point for four grains of moisture is approximately 50 deg. F. while for eight grains it is approximately 70 deg. F.

When air contains a quantity of moisture, but not enough to completely fill its absorptive capacity, it is said to be "partially saturated." The amount to which partial saturation exists is of great importance in air-conditioning work of manufacturing and packaging conditions. This amount is measured by comparing the weight of the absolute (or actually existing) humidity with the saturating (or greatest possible) humidity, expressing the result as a percentage. Thus if air at 70 deg. F. actually contains 3.99 grains of water as against a possible maximum of 7.98 grains, it contains 50 per cent of this maximum and is said to have a "relative humidity" of 50 per cent. It will be readily seen that relative humidity falls with rising temperature and rises with falling temperature.

ONE of the main groups of materials that require air conditioning during the packaging operation



Manufactured weather is a necessity in packaging candy products

are those which have hygroscopic tendencies or qualities. All animal and vegetable substances are more or less hygroscopic in nature. That is, they absorb or give up moisture according to the surrounding medium. The same applies to many drugs, chemicals, etc. At any fixed temperature they retain a definite moisture content. Moisture in the atmosphere, less than saturation, is in the form of vapor. Moisture in animal or vegetable and chemical substance is practically all fluid, so moisture changes its state in passing from one to the other. If the moisture content of a material happens to be comparatively low and this material is placed in a room where the air-moisture content is comparatively high, the material will absorb moisture until the hygroscopic value of that material at that temperature and that humidity is attained. For example, "Sal Hepatica" is an excellent example of a hygroscopic drug. It must be packaged in a room wherein definite humidity control is provided, otherwise production would have to be stopped on a humid day owing to the fact that it readily absorbs moisture. It is only by maintaining the proper artificial atmospheric conditions that many hygroscopic materials may follow their regular production schedule regardless of outside climatic conditions.

Although the need for proper air conditioning has long been felt, it is only in recent years that scientific methods and equipment have been used. In the past many makeshift methods have been tried. For example, textile manufacturers attempted to add humidity to the air by spraying steam through jets into the room. They did not realize that steam under pressure contains an excess of heat, that when it is expanded to atmospheric pressure this heat is liberated and the vapor and air absorbing it become superheated. The results were that intolerable conditions were soon reached, and this method, in its general application, had to be abandoned.

Other manufacturers later used humidifiers of the direct water spray type, which inject atomized water into the room where it is to be absorbed. This was an improvement, but inequality of humidifying, lack of ventilation, and sticky, muggy conditions were the result. These direct spray systems still have their usefulness in certain limited fields, but for most needs they are a long way from the ideal humidifying system.

There are companies that make either centrally installed or portable units which control heat and cold and the relative humidity for the manufacture of anything from the baker's proof box to the meat packer's cooling and shipping rooms. These companies are engineers rather than sellers of equipment, and if a manufacturer has trouble with spoilage or loss of attractiveness due to unfavorable climatic conditions, they are competent to analyze the situation, recommend the proper temperature and humidity to be maintained, and to supply or install the necessary equipment so that any point may be automatically maintained.

IT may be interesting to go into more detail among some of the industries where the proper atmospheric control of packaging rooms or departments is important.

The modern bakery is truly a manufacturing plant, operating on as definite a production schedule as any other factory. Careful supervision must be given to timing the mixing in the mechanical mixers and the fermentation of the dough in rooms of controlled temperature and humidity. Of equal importance is the maintenance of the delivery schedule to the waiting trucks which deliver the bread to the retail outlets. The value of air conditioning is not only recognized in the fermentation room, where it was first introduced, but also to the proof box, the traveling proofer and the loaf coolers. Bread, when it leaves the ovens, must be cooled to 95 deg. before it can be safely wrapped with assurance of no spoilage. Because of the fact that many bakers are wrapping their bread, rolls and cakes in protective packages, the wrapping room atmosphere is of further importance because of the conditions which are necessary to make a good sealing of the wrap.

The candy industry is also quite dependent upon air conditioning as the ingredients used are highly affected by moisture and temperature. The cream centers of chocolates must be dried to permit dipping. In the hand-dipping departments the room must be maintained at a temperature that will quickly harden the chocolate coating and prevent the working of the oil in the chocolate. Storage departments, where the fresh candy is allowed to temper, must also be kept at a prescribed temperature and humidity.

Hard candy, of which the principal constituent is sugar, is subject to deterioration by the absorption of moisture and must be hardened, packaged and stored under dry air conditions. Then, too, much hard candy is placed into containers by automatic machinery. During this process particles of candy are chipped off. This dust adheres to the packaging machines. If it is allowed to absorb moisture it becomes sticky and eventually gums up the machines, preventing their proper operation.

Chewing gum also must be manufactured and packaged under proper air conditions so that the powdered sugar remains powdered, the batch does not become a sticky mass and the packaging machines can function properly.

Of no little interest to the manufacturer who has

occasion to do any printing in his plant is this question of temperature control. Paper, paperboard, ink and other materials used in printing and the operation itself are affected by improper atmospheric conditions, and varying results obtained. It is generally essential that a standard of production whether in the product or in the package, be adhered to and in the latter connection the problem of correct air conditioning is an important one. It is likewise generally recognized that in plants where humidification has been adopted the operators recognize the improvement in working conditions as evidenced by greater comfort and exhilaration, fewer colds and sore throats and less lost time through sickness.

There are thousands of other products which require proper air conditioning in their manufacture and packaging, such as macaroni, sugar, salt, chemicals, drugs, patent medicines, foods, prepared flours, meats, etc. The list would fill a large-sized book if it showed all the products whose production problems were solved by competent air-conditioning engineers.

Another Gift Shop Package

BEACHFIRE Pixie Pine Trees are a fireplace or campfire novelty which has been introduced by Beachfire Fagots, Inc., Waverley, Mass. These pine cones, which are chemically treated to give colored lights when burning, are packaged twelve in a box attractively covered with decorative box-covering paper. The cones are set in flower pots giving them the appear-

The package becomes a display when the card and containers are set up



ance of miniature pine trees and making a very pretty display when the box is shown open. This package is unusual and makes an admirable gift-shop item, both because of its attractiveness for display purposes and the uses for its contents. The dealer, through displaying the box open as shown in the accompanying illustration, can suggest uses for the cones as party favors or place-card holders in addition to their use to kindle the homelike glow of colored lights in the fireplace.

Packages in the Spotlight



¶The upper box is a shoe box covered with a hints paper. A glass window in the front of the box is an unusual feature. Made by Danbury Square Box Co. ¶Two new soap packages contain Cellophane-wrapped soaps attractively labeled. Made by James S. Kirk & Co. ¶Center left is a gold-covered package containing boxes of matches covered in gold and yellow, bridge pencils and scores. Made by Winnetka Gifts, Winnetka, Ill. ¶Center right is an imported cracker package developed in black, gray and yellow and wrapped in Cellophane. ¶Even tennis balls are packaged—this one is completely encased in red Capes Viscose. ¶Lower left is a card or cigarette bridge box covered in dark blue and decorated with a hunting scene. Made by Danbury Square Box Co. ¶Lower right: Two incense boxes covered with figured black paper and embossed in gold. Made by the F. N. Burt Co.



Automatic units for packaging spices in cartons

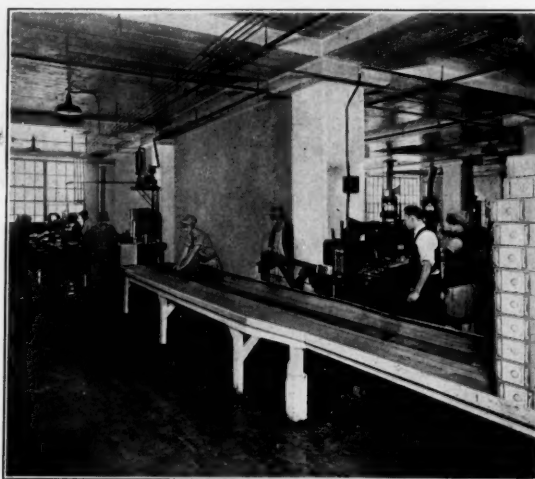
Packages Help Build a Business

(Continued from page 29) tin canisters. These packages are automatically filled, weighed and capped without hands touching the tea at the rate of 75,000 packages daily. An automatic tea bag machine which incorporates a combination of six scales and three sewing machines and has a capacity of 60 bags per minute, weighs tea, fills, cuts and sews bags on three sides, and places a cord and tag on each bag. Deodorized and sterilized gauze is used in making the tea bags which, when filled, are placed in airtight tins. Larger size bags for hotel and restaurant trade are made on sewing machines. Wood caddies, containing from 5 to 15 lbs., are also filled in this department.

A unit of three separate automatic machines, labeling, filling and cartoning, is employed in the packaging of the company's flavoring extracts. After the bottles are labeled they pass on to the second machine and are filled by the vacuum process. After corking they continue to the cartoning machine which opens the carton,

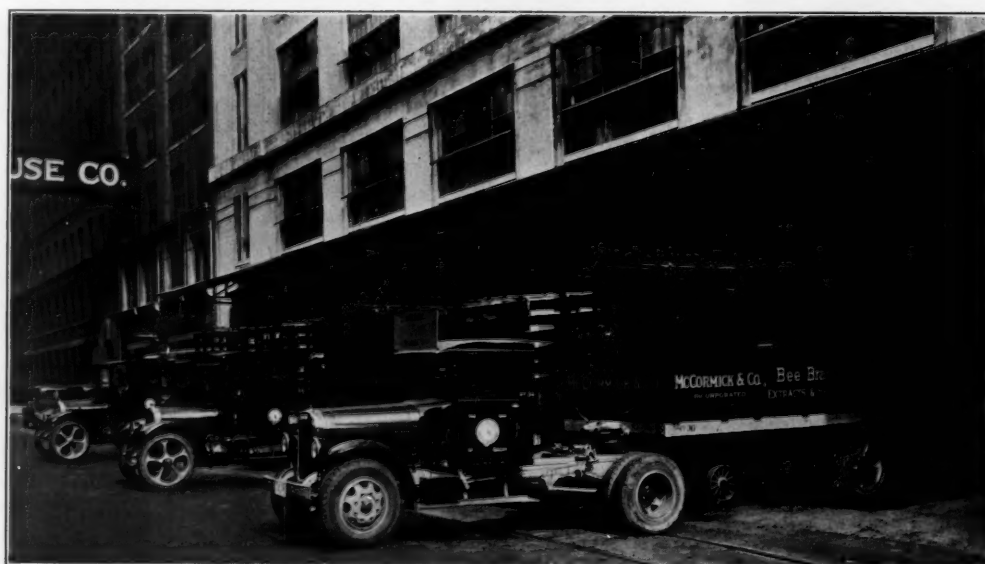
inserts a circular and a filled bottle and closes both ends of the carton at the rate of 60 per minute.

IN the spice and insect powder packaging department, two types of equipment are used, one being that required in the filling and sealing of tin containers while the other is that used for cartons. In each case several sizes are packaged, individual units being provided for the different sizes. Cylindrical and rectangular cans are fed from the floor above through a chute to rotary net weighers and fillers. After being filled, the cans proceed to the capping units—two separate lines



Bottling, labeling and packing extracts

from the fillers converge into one line that enters the capper or crimper—where the tin tops (plain or sifter tops) are spun or crimped on. The filled and capped cans are then packed by hand in corrugated cases and automatically carried (Concluded on page 51)



Part of the "fleet" used in distributing the products of McCormick & Company



Photograph by E. H. Rehnquist

The Package of the Month

THE surest method of making any product stand out prominently in the retail store is to provide it with an attractive and distinctive package. This is particularly true of merchandise that is usually displayed and sold without a package such as certain textile items, hardware and other lines that have not as yet discovered the merchandising value of the package. In departments featuring these items the distinctive package achieves great prominence and secures an unusually large number of sales.

Powdrell and Alexander, Inc., of Danielson, Conn., manufacturers of curtains, have recently adopted a most unusual package for their better grade of merchandise.

The package shown above is developed in a striking black and white design. It is large enough to hold six pairs of curtains folded in the usual manner and of a construction sturdy enough to afford complete protection for the merchandise contained.

The initials of the manufacturer are prominently displayed on one end of the package. In addition space has been allotted in such a manner as not to interfere with the design, for a statement of the size and color of the curtains as well as the number of curtains enclosed in the package.

An interesting feature of this package is the manner in which the design has been carried out on paper bands to hold the curtains in place and pin tickets upon which the size and price of the curtains has been printed.

It was selected as the package of the month because of its suitability both for the merchandise it contains and

the environment in which it is displayed. Departments of retail stores devoted to curtain materials and upholstery fabrics are usually so colorful that a colored package would have been completely lost or overlooked. The use of black and white for the package design offers a startling contrast to the surroundings and assures customer attention even in a crowded department store.

THE arrangement of the design offers many possibilities for effective displays. If the packages are piled one on top of the other on the dealer's shelves, the slanting lines of the design seem to merge and form one large pattern. The same is true if the packages are displayed side by side in windows or on retail counters.

Although thoroughly modern and up-to-date this package is in extremely good taste and entirely lacking in that bizarre effect so frequently misnamed "modern."

The quiet dignity of this container suggests the high quality of the merchandise. It also aids the manufacturer in separating his merchandise from competing lines of curtains and establishes prestige.

In addition to all these qualities the simplicity of the design motif possesses great attractiveness and a high degree of memory value. It is a package that once seen will be easily remembered and, suggesting as it does, a high standard of quality in the merchandise contained, should be a strong factor in increasing repeat sales.

This package was manufactured by the Robertson Paper Box Company, of Montville, Conn.

Style in Packages

AT the recent convention of the American Manufacturers of Toilet Articles held in New York, Helen Cornelius, associate editor of *Harper's Bazaar*, gave an interesting talk on the subject of "Styles in Packages That Have Made Good." Miss Cornelius outlined the results of her experience in a survey of packaged toiletries in the market and related the reasons why some packages were successful and others were not.

In conclusion Miss Cornelius summed up her theories on the subject of package design in the following points:

1. No change should be made in a package for the sake of change.
2. Consider your market when making a change—whether it is foreign or domestic.
3. Consider style but not style alone, only combined with fool-proof construction.
4. Be hard boiled about the details of packaging—master them first. The fitness of design, the style, must arise from the function. It cannot be "pasted on."
5. Treat your artist as an engineer. Set him loose in your factory if necessary. Don't buy a design from a pencil sketch and expect it to fit your product or your package with a study of the one and the construction of the other first.
6. Don't follow fashion blindly. If a feminine market for product, make the package suit the market and the product. If both masculine and feminine market for the product, compromise on femininity.
7. Avoid too extreme changes.
8. Don't try to outclass your product in your package. Don't try to outclass related products at about same price. Keep a library of competing sample packages just to keep abreast of the times. Compare yours with them frequently.
9. When tempted not to repack your line (if it needs it) think of the business that is being done in bathroom shelf containers. If women want these containers and will pay for them because they are attractive and in tune with the bathroom decorations, there must be a market for attractive packages that fit into the decorative scheme of things.
10. Watch the current trend in boudoir and bathroom decorations and furnishings. Ensembling is still a very important part of living harmoniously. Packages not excepted.
11. Listen to your department store buyer. Ask for a real criticism. Don't look for praise. An honest opinion saves more money in the end.

Economics of Retailing

Economics of Retailing; by Paul H. Nystrom. In two volumes, illustrated; price \$10.00; published by The Ronald Press Company, New York.

TO properly analyze a situation or a condition it is necessary first of all to conduct a careful research into each of the contributing factors so that every element can receive its due share of consideration in the appraisal made. The subject, "Economics of Retailing," immediately suggests the inclusion of many and complex studies of means and methods used in distribution, a consideration of essential principles, difficulties and trends of retail business. The collection of the necessary data and information to compile such a treatise, the necessary "pruning" in order that the presentation may be effective and valuable, is no small task.

The new, revised and enlarged edition of "Economics of Retailing," by Paul H. Nystrom presents a comprehensive picture of what retailing really is and the conditions necessary to make a retail business profitable. Volume I, "Retail Institutions and Trends" is a critical analysis of the retail business as the central factor in present-day distribution of goods while Volume II,

"Principles of Retail Store Operation," presents a systematic description and studies analytically the methods and practices of retail businesses from the viewpoint of profitable operation. Although each volume is complete in itself, together they offer the essential information needed to understand present systems of retail distribution, the changes now taking place and the opportunity which these changes are creating.

A glance at the contents of each volume gives an idea of the comprehensiveness and logical sequence of Dr. Nystrom's extensive work. Volume I includes in separate chapters: Place of retailing in the distribution of goods; the consumer; origins of retailing; developments of retailing in America; the independent retail store; the department store; the mail order house; the chain store; consumers' cooperative retail stores; direct selling—peddling and canvassing; miscellaneous forms of retailing; present status and trends of retailing in the United States; cooperation in retailing; the failure rate in the retail business; retailing abroad. Volume II includes: Work of the retail store; retail accounting and control; expenses of retailing; retail store location; retail rentals; the retail store building; intensive use of the store interior; retail store personnel; retail store employment service; salaries and wages in retail stores; retail store training; merchandising; retail selling and retail salesmanship; retail prices and price making; retail publicity; retail sales promotion; retail delivery service; customers' complaints and returns; retail credit sales; retail instalment selling; supplies; insurance; standards and measures of retail operations.

Both volumes are well illustrated and include charts, tables and reference bibliographies. In the work Dr. Nystrom has presented a most useful guide and reference for the service of students, executives and others who desire a thorough and painstaking analysis of the subject.

D. E. A. CHARLTON

What Is Color?

"AN Artist Talks about Color," by Joseph Cummings Chase (John Wiley & Sons, Inc., New York. Price \$1.50) contains a great wealth of information on the subject of color that should be of intense interest to any one engaged in applying color to any industrial need. Written primarily for art students this book outlines in a simple and easily understandable manner the author's interpretation of color and color values.

It is written in an informal question and answer style and fully explains many of the questions that have been evaded by the more theoretical authors. In addition to this information the author devotes several chapters to the colors employed by many famous artists and illustrators in their own work.

Mr. Chase concludes his work with a paragraph that is worthy of quotation. He states that "Since Color is so universal a language which we cannot choose but speak, it behooves us to speak it beautifully."

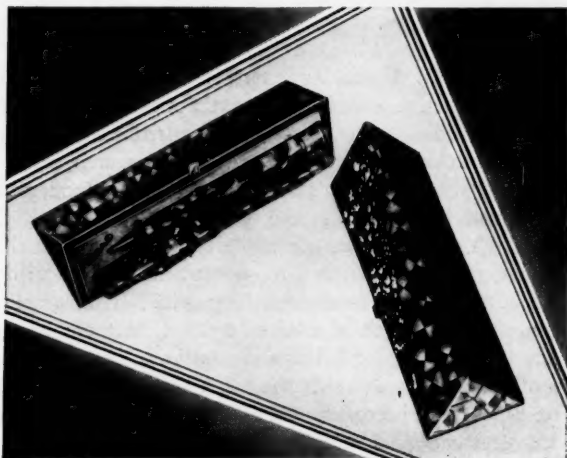
K. M. REED

Modern Packaging

A New Box for a New Pen

SINCE the first fountain pen was invented there has not been much change in the accepted style. True, the little self-filling lever on the side has replaced the annoyance of the ink-dropper and the recent color trend has brought out pens of many hues, but the modern pen varies little in shape from its earlier models.

Revolutionary, then, was the new Triad triangular pen designed by the Tri Pen Manufacturing Company of Providence, R. I., in a triangular shape which just fits the fingers and makes for ease in writing. Such a



Courtesy of Mason Box Co.

Two views of an unusual pen box

distinctive pen, so radically different from those on the market, called for a container that would carry out the design of the pen and attract immediate attention when displayed in competition with the usual run of fountain pen packages.

Many types of boxes were considered but were rejected because they were similar to those boxes being used by other manufacturers. The final choice, which is illustrated above, is not only entirely different from any other fountain pen package but is new and novel in design.

The box is triangular in shape to conform with the shape of the pen. It has a hinged base which carries a velvet pad on the reverse side on which the pen or pen and pencil are displayed. The novel feature of the box is the way this base is hinged to the cover allowing it to fold for closing or in an upright position for the display of the merchandise. Covered and lined with fancy papers of harmonizing colors, the velvet pad being stamped in gold makes a truly unusual package.

This package is truly an example of what creative designing can do. The perfection and character of any product is weakened unless presented in a manner to attract the eye. With the correct box, visual appeal is assured. Containers should invite companionship, should have that touch of elegance which makes the purchaser feel their intimacy and above all have the

sales qualities which compel the buyer's attention.

The package described above was designed and manufactured by the Mason Box Company for the Tri Pen Manufacturing Company of Providence, R. I.

Report on Canned Foods

THE value of United States canned foods exports during the past year increased by 11 per cent over 1928 to a value of nearly 79 million dollars according to the Foodstuffs Division, Department of Commerce. The corresponding volume increase was 6.9 per cent.

Canned fish, particularly sardines, showed the greatest increase, followed in practically equal amounts, by canned meats and canned vegetables. The small crop caused considerable decreases in the exports of canned fruits. The total exports of canned milk were about 5 per cent smaller, due to a decreased movement of evaporated milk.

On account of the permanence of foods packed in cans, they may be shipped to any climate, and by any possible means of transportation. Some kinds of American canned foods can be found wherever trade extends. A number of countries are of particular importance in the trade on account of the volume of products shipped to them. Exports to 14 leading countries were larger in 1929 than in 1928.

Screws Attractively Displayed

A novel display container for screws has been introduced by the American Screw Co. Providence, R. I. The carton contains five dozen small packages of screws of ten different sizes—one size to each package. Each package displays the legend which is shown on the top and sides of the carton—"Handy American Screws"—also the size, price and number of screws in each pack-



Ten sizes of screws are displayed in this container

age. The colors—black and white type face on a brilliant red background—make the carton very striking for display purposes, especially when the cover is open and set up as shown in the accompanying illustration.

Washington Correspondence

SECRETARY GEORGE P. WILLIAMS of the National Syrup and Molasses Association has been compiling statistical information as a basis for arriving at an answer to the question of avoirdupois vs. liquid measure as applied to the syrup and molasses industry.

The Food and Drugs Administration and the National Syrup and Molasses Association differ in their opinion as to which is the most easily understandable terms of declaring the contents of the retail package. Mr. Williams declares that this is an age of friction top cans for syrups and molasses which are recognized the world over as No. 10 or 10-lb. capacity, No. 5 or 5-lb. capacity, No. 2½ or 2½-lb. capacity, No. 2 or 2-lb. capacity, No. 1½ or 1½-lb. capacity. The actual liquid contents of a No. 10 can approximates 114 to 118 oz. fluid as against 128 oz. fluid composing a gallon. In all fairness he asks which is the most intelligible declaration and the most readily understandable to the consumer: Avoirdupois—10 lbs. net, or liquid measure, 3 qts. 1 pt. 2 oz. As the rulings require that the largest denomination be used, thus the declaration in quart, pints and ounces fluid.

The result of a questionnaire circulated by several of the large corn syrup interests to consumers in 44 states and the District of Columbia was as follows: 6829 consumers favored declaration in terms of avoirdupois weight—while 291 consumers favored liquid measure.

This showing satisfied the Weight and Measure Committee of the National Syrup and Molasses Association that the consumers desiring liquid measure were infinitesimal in number and the decision was overwhelmingly in favor of declaration in terms of avoirdupois weight.

A resolution was passed and unanimously carried by the National Syrup and Molasses Association at its Semi-Annual Convention held at Atlantic City, N. J., July, 1929, favoring declaration of contents of consumer packages of syrups and molasses to be designated in terms of avoirdupois weight. The association is disposed to exert the utmost fairness to the consumers, the Department of Food and Drugs, and the industry at large, and seeks expression from all who are interested in this subject.

In response to a circular letter sent by the Association April 8 for the purpose of drawing an expression from the entire industry, the results show that only a few of the smaller maple packers use the old-fashioned gallon, half-gallon, quart and pint cans. These packages have a very limited sale and fully 85 to 90 per cent of the maple products are packed in cans under avoirdupois enumeration.

A pertinent fact is that a gallon of syrup, measured into a gallon can when filled at sterilizing temperature or at a temperature for exhausting the air from the package, will not measure a gallon when it is reduced to atmospheric temperature, while ten pounds of syrup filled into a can at sterilizing temperature will weigh ten pounds when it has reached atmospheric temperature. The

shrinkage in liquid measure and almost absence of shrinkage in avoirdupois weight are points not to be overlooked.

PRINTED copies of Simplified Practice Recommendation No. 110—Soft Fiber (Jute) Twine are now available and may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., for 10 cents each, according to a recent announcement of the Division of Simplified Practice of the Bureau of Standards, Department of Commerce. This simplification has resulted in reducing the number of varieties and put-ups of this commodity from 1201 to 639 or 47 per cent.

ALUMINUM cooking utensils have no selective destructive action on the antiscorbutic vitamin of milk, according to the results of experiments carried out at Mellon Institute of Industrial Research, Pittsburgh, Pa. Milk, man's most nearly perfect food, has particular importance in the dietary of the infant and child. There has been a growing tendency to boil milk whenever it is to be used in supplemental feedings, or whenever a supply is of doubtful origin. In thus safeguarding the health of children against microorganisms and in providing for better assimilation of the proteins, mothers may be assured that when they use aluminum utensils for the preparation of milk they are not depriving this invaluable foodstuff of its antiscorbutic properties.

In the Mellon Institute experiments milk was boiled lightly for five minutes in aluminum or glass containers. Some destruction of vitamin C occurred in each case as a result of the boiling, but the metallic utensils exerted no greater action than did those of glass. Another interesting observation is that winter milk from ensilage-fed cows is practically as potent in vitamin C as the best summer milk from cows on pasture.

THE Bureau of Standards has completed an extensive study for the purpose of increasing the accuracy of the folding test of paper. This work is of importance, as the resistance which paper offers to repeated folding is considered the best indication of its general wearing quality.

The Government places its chief reliance in the folding test as a criterion of the quality of papers which must have considerable endurance, such as currency, bond, ledger and wrapping. An instrument designed many years ago in Germany is internationally recognized as the standard folding tester. This indicates the number of folds required to break the paper under tension during folding.

The mechanical "fingers" of this machine naturally wear with repeated use and sometimes this causes the mechanical tester to give erroneous indications. The report of the bureau describes the method which the bureau uses to keep the tester functioning properly and no doubt will assist others in increasing the accuracy of this important test.

This investigation is com- (Continued on page 66)

Opportunity Waits in the Export Package

(Continued from page 37) or in the nature of a miniature manual giving advice on the care of the commodity as well as directions for operation. The convenience of the round-robin enclosure for the packager is that it enables him to provide in quantity at one printing a booklet, pamphlet or folder that simultaneously carries his message in all tongues. The insert also affords opportunity for the export packager to go into details regarding the possible "re-use" or "after-use" of the export container. Just here it may be again emphasized that many foreign consumers set even greater store than do Americans by the permanent utility of a container after it has been emptied of its original contents. It is no mistake, rather is it a shrewd maneuver, for an export packager, whose container is "convertible," to specific or sundry household uses, to play up this "premium" element in the package.

More's the pity, no doubt, but the conditions of export packaging are not conducive to that elasticity of basic or fundamental package design which has been, latterly, the joy of packaging here in the United States. In the domestic market we have reached the point where our progressive packagers see no harm and, if anything, an advantage, in completely changing the get-up of the package from time to time. The exporter, however, is similarly package-fickle at his peril. At least, export package revision or modification is attended with grave dangers in certain of the most populous markets overseas.

The reason for all this is no mystery. It rests in the illiteracy of millions of the world's population. Unable to read package inscriptions, the humble buyers rely upon absolute fidelity to a familiar package dress to insure to them a repetition of the wares in which they have previously found satisfaction. This exactitude of package demands on the part of uncivilized or partially civilized natives is not idle theory. Tragic cases are of record where valuable markets for American goods in China, Latin America, etc., have been endangered and temporarily disrupted because of slight departures from the habit-held idols of package dress. Experiments with new fashions in packaging are an adventure in the United States but a rash challenge to fate in the far places where package memories endure.

Packages Help Build a Business

(Continued from page 46) through top and bottom case sealing machines. From these they are carried by a spiral conveyor to the floor below. The capacity of these packaging units is from 100 gross to 240 gross per day, depending on the sizes packed. In the carton packing department machines open the cartons, seal the bottoms, fill and close the packages automatically at the rate of 45,000 daily. Here again the packages are placed in corrugated cases which are automatically sealed and conveyed to the floor below.

On the second floor is found the storage room for stocks of corrugated boxes, fibre drums, cans, etc., for

the spice packing section; the stock and order assembly room where finished goods are held on shelves pending shipment; the packing department where all goods are re-checked and packed for shipment, and the receiving department where record is made of all incoming materials. On this floor also is the equipment for filling liquid insecticide. From a storage tank the liquid spray is automatically pumped to the supply tank of the filling machines which fills half-pint, pint and quart sizes in multiples of 20 at the rate of 80 cans per minute. The filled cans are then capped automatically, packed in corrugated cases and top and bottom sealed.

The termination of a visit through this extensive and well-equipped establishment leaves one with a feeling of respect and admiration for the capable management that has built such an institution. Complete in all its details, and with the packaging operations forming no small part of its activities, the plant is an inspiration and a splendid example of manufacturing skill.

A Modern Display for Men's Wear

(Continued from page 32)

THIS container, through its unusual design and adaptability to display purposes, undoubtedly prompts impulse sales. Indeed, the easy accessibility to the merchandise when on display and the handy size of the boxes invites sales. The purchaser needs only to slip the box into his pocket and present the necessary currency.

This attractive and up-to-date display is another step forward in the merchandising of masculine apparel. Wholesalers and retailers have come to realize that even the supposedly prosaic male has an instinctive partiality for the beautiful and that to attract his patronage it is necessary to appeal to him through the attractive and colorful package. The manufacturer, displaying his merchandise in this up-to-the-minute manner, meets all the requirements of the masculine consumer market because of originality, beauty in design and coloring, adaptability to display, and practicality in size and shape, both for shipment and for storage on the dealer's shelves.

Loaf Cheese in a Package

(Continued from page 38) the cheese, and the top of the wooden box is nailed on by machinery. This packing process takes place almost in less time than it takes to tell it.

In the shipping department six of the individual wooden boxes, each containing five pounds of cheese, are bound together with two metal bands into a standard bundle. This makes a lot shipment in which damage in transit is practically negligible. An additional advantage is that it places the cheese in the hands of the jobbers in a convenient form for filling the varying orders of retailers. No repacking is required in filling broken-lot orders.

The clean wooden boxes with neat advertisement printed on the sides are an attractive form of presenting

the merchandise to the consumers. The printing on the sides is impressed deeply into the wood and remains fresh and clear after the boxes are handled in transit and through warehouses. But even more important than that is the fact that the small, light-weight, wooden boxes protect the cheese and keep it in perfect condition. Anona cheese bought in Oklahoma, for example, is as fresh and has the same delightfully appetizing aroma and taste as a box of the same brand purchased in Chicago, right from the factory.

Other varieties of Anona cheese are put up in glass jars and paper cartons. The company produces a full line of American and imported cheese.

How did Anona get its name? We don't know, but Anona and aroma are strikingly euphonious.

Glass Container Convention

THE annual convention of the Glass Container Association of America, held at the Hotel Traymore, Atlantic City, April 30 to May 2, developed with its opening session a business-like stock-taking of the industry itself and an intelligent and comprehensive study of the American buying public.

Philip I. Heusler, president of the Maryland Glass Corporation of Baltimore, who was elected president of the association for the third consecutive term, opened the way for frank discussion of conditions within the industry when in his annual address he urged a policy of "live and let live" and genuine observance of the golden rule in the business relations among members of the association.

A striking example of development of new uses for glass containers was brought out by W. L. Davis, of the association staff, in his report on glass bottles for motor oils. Marketing these oils in sealed bottles as a convenience to the automobile trade and a guarantee to the motorist has just been initiated and it was predicted that many other distributing companies would follow the example set by two large corporations.

In discussing retail trends and the functions of advertising, Donald McConaughy, representative of the N. W. Ayer & Son, Inc., advertising agency, stated that women now controlled from 80 to 85 per cent of total retail purchases approximating \$40,000,000,000 annually. Mr. McConaughy quoted noted economists and leading women of the country in establishing the fact that women had become the real purchasers and that sales efforts if not directed specifically to women could not produce satisfactory results. It was particularly incumbent upon the glass container industry, Mr. McConaughy thought, to be abreast of the times in this matter because of the vital relations between glass containers and the packaging and marketing of foods and beverages. Pursuing the thought that women were now rulers of the business world, Mr. McConaughy said there was unmistakable demand on the part of these women buyers for products which satisfied their modern and esthetic point of view, their style-consciousness, their yearning for beauty in both color and design.

Robert E. Walker of the Turner Glass Company was elected secretary and treasurer of the association and on the board of directors the following were re-elected: H. C. Manderville, Thatcher Mfg. Co.; H. L. Lonsdale, Phoenix-Hermetic Co.; J. H. Graham, J. T. & A. Hamilton Co.; E. F. Glacken, Atlantic Bottle Co.; F. L. Lloyd, Crown Cork & Seal Co. In addition H. G. Phillips of the Owens-Illinois Glass Co. was chosen to replace L. S. Cunningham of the D. O. Cunningham Co., resigned.

Among Package Users

THE semi-annual meeting of the National Syrup and Molasses Association will be held at the Traymore Hotel, Atlantic City, N. J., July 29 and 30, 1930. Vice-president W. H. Burns of Philadelphia will be in charge of arrangements.

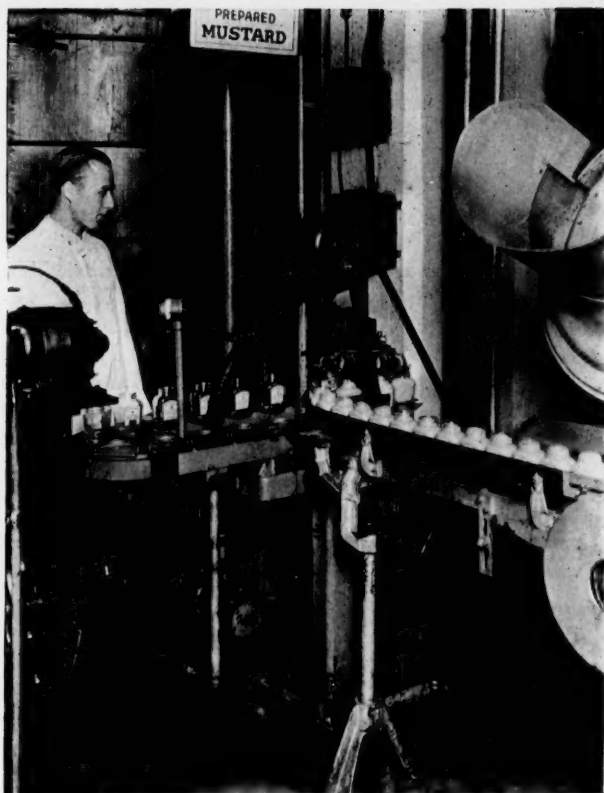
THE General Candy Corp., Chicago, Ill., has acquired the Williamson Candy Co., Brooklyn, N. Y. Officers of the General Candy Corp. are George H. Williamson, president, and Max Sobel, treasurer and general manager. George LaVecque is general manager of operations of the Brooklyn plant and Lee Rooke is sales manager.

THE American Fair, an annual merchandising exposition, will be held in the Atlantic City, New Jersey, Auditorium, July 17 to August 27, 1930. A resolution endorsing the fair was adopted by the United States Senate on May 26 and it has been endorsed by other national, state and local leaders. There will be no admission charge to the fair and it is expected that nearly two million people will visit this dramatization of American industry.

THE regular summer meeting of the Gummed Industries Association was held at the Union League Club in Chicago on June 12, 1930.

THE Frank G. Shattuck Company has acquired Wallace & Co., Brooklyn, N. Y., which was established 60 years ago and is now headed by A. M. Kelly, who is also president of the National Confectioners' Association. The Shattuck company will operate the Wallace enterprise as a subsidiary company, maintaining the present plant in Brooklyn and all of its executive personnel. The Wallace line is distributed by a sales force throughout the United States and will augment the Shattuck line with a number of new products.

THE Du Pont Cellophane Company has recently announced that construction will be started on a new plant at Richmond, Virginia. It also confirmed the fact that construction of a new addition to double the capacity of the present plant at Old Hickory, Tennessee, was proceeding with utmost speed and the new units there were expected to be in production at an early date.



AGAIN A KIEFER SETS THE PACE

AT the McCormick plant in Baltimore, the Kiefer Visco Filling Machine is depended upon to set the pace for the entire packaging unit.

Here is an ideal hook-up where labeling is done *before* filling, with no fear of spilling and spoiling. McCormick and Company package prepared mustard in jars which have already been labeled, relying on Kiefer precision and performance to eliminate all need for wiping or possibility of wastage.

This display of precision is typical of the accurate and continuous quality of Kiefer performance. Hundreds of other plants have capitalized Kiefer precision. If the various units in your plant are not working in perfect synchronization at the lowest possible production cost, call in a Kiefer engineer. He will analyze your problems without obligating you in any manner.

Hundreds of Kiefer Visco Filling Machines are in use filling jellies, jams, preserves, syrups, lard, honey, mustard, etc. Also paint, varnish, cold cream, salve and semi-liquid products of all kinds. Write for catalog giving full details of the various types and sizes of these machines.

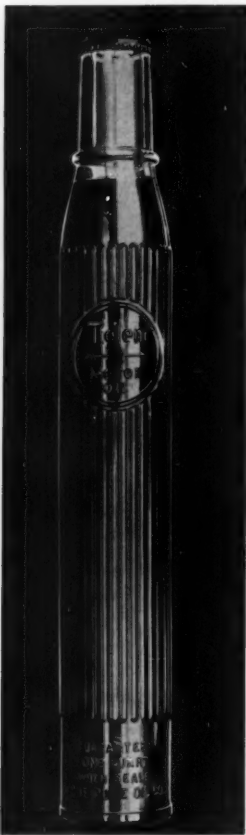
**The Karl Kiefer Machine Company
Cincinnati, Ohio**

London Office: G. S. duMont, Windsor House, Victoria St., London, S. W. 1, England

Bringing the "Package" Idea to Motor Oil Merchandising

EVER alert to new trends within the industry, and a leader in initiating many developments in the past, the Pure Oil Company is now engaged in developing a radically new method of merchandising Tiolene motor oil.

Pure Oil sales executives have watched the marketing—in branded, sealed bottles—of milk, ginger ale, preserves and other products whose quality is now guarded by glass. All these developments—and more, too—in other lines, have been closely studied, with the result that with the courage and vision so necessary to business progress today the Pure Oil Company has launched an experiment which, if results warrant, should bring vast changes in dispensing Tiolene motor oil that in time will be extended to all Pure Oil sales outlets.



Branded bottle for motor oil

Under the new dispensing method, Tiolene is sold from a branded sealed bottle, thus guaranteeing motorists genuine, clean, pure Tiolene 100% Super-Pennsylvania motor oil, just as it comes from the refinery. Every bottle is filled by precision measure in Pure Oil Co. plants, and the buyer is guaranteed delivery of a full quart from every bottle. There is no chance for mistake or substitution.

In areas selected for experimentation with the new dispensing method, when a motorist drives to a Pure Oil Company station and asks for Tiolene, an attendant removes the bottle cap in the presence of the buyer. This is a very important sales argument, particularly to a motorist who is not buying oil at his neighborhood filling station. Removal of the bottle cap in the presence of the buyer assured him genuine, dust-free, dirt-free Tiolene. The bottle opener is of special design which renders the cap unfit for second use at the time the bottle is opened.

The Tiolene bottle is of special design. As stated above, each bottle is filled by precision measurement at Pure Oil plants and after filled and sealed, bottles are placed into crates, each capable of holding sixteen bottles. The crates are delivered by trucks to Pure Oil service stations where they are placed on specially developed display racks, ready for instant use. When empty, the bottles are returned to Pure Oil plants in the

crates in which they were received at the filling station. Upon arrival at the plants the bottles are drained without being removed from the crates and by a continuous operation are thoroughly washed, dried and again filled by precision measurement and sealed, ready to be delivered again to sales points.

Spiral Carton for a New Product

A new candy product—Thompson's Malted Milk Crisps—in a new container shown in the accompanying illustration has been introduced recently by the Thompson Malted Milk Co., Inc., Waukesha, Wis. The package, which was designed by W. C. Ritchie and Company, Chicago, Ill., is a spiral wound container made of three-ply of white board, and the printing is done after the tube is rolled. The top is so constructed that the chocolate crisps are afforded protection until



Spiral containers make attractive packages

the last one is used. It is composed of a round piece of cardboard with a loop of cord attached which lifts it so that the candy can be removed and the top pressed back into place on top of the remaining sweets.

The package suggests a product with all of the nourishing qualities of the glass of chocolate malted milk which is shown on its two sides. It is attractive in coloring. The tube itself is white, suggesting a healthful product. The type face is red, white and blue on contrasting backgrounds, giving a high degree of legibility for display purposes. The advertising matter is intriguing and suggests to the purchaser the beneficial qualities of the crisps and a convenient way of securing the equivalent to the popular malted milk in the catchy rhyme—"Now you can eat as well as drink the finest chocolate malted milk."

SEVERAL concerns in the glove field are now wrapping their products in Cellophane. The latest is the Perrin Glove Company of Gloversville, New York, which is introducing a new line of men's gloves.

THE UGLY DUCKLING THAT BECAME A SWAN



Modern containers . . . like the ugly duckling that became a swan . . . are growing more beautiful and attractive every day. Colors are combining on sheets of tin to lend distinctiveness and quality that enhance the value of the product . . . lift it into a class by itself . . . and make it salable. For years Heekin color work on metal has attracted national attention . . . Heekin colors are made, ground, mixed, and blended by Heekin color experts . . . and Heekin color lithography assures you of constant, unfailing, uniformity. The Heekin Can Co., Cincinnati, Ohio.

HEEKIN CANS

Among Supply Manufacturers

THE Chase Bag Company, manufacturer of jute bags, Chicago, Ill., and the Philadelphia Bag Co., manufacturer of sacks, paper bags and jute products, 86 Tasker St., Philadelphia, Pa., have consolidated, giving the Chase Bag Company an East Coast factory and distribution outlet.

THE Sylvania Industrial Corporation has opened an office at 1014 Glenn Bldg., corner of Spring and Marietta Sts., Atlanta, Ga., for the handling of sales in the southern states. This office will be in charge of André Wallach as district sales manager.

H. J. EISEMAN, formerly with the Robert Gair Company, is now working in the package development department of the Du Pont Cellophane Company, New York City office, as packaging expert. F. M. Burgess has joined the advertising department of the same company, working in the New York City office. He was formerly associated with the Lay Co., New York City.

THE J. L. Ferguson Company has purchased the National Packaging Machinery Company, Boston, Mass. This company has been operated and will continue as a separate division, with its own staff and selling representatives. That it has been successful is shown by the fact that 1929 was the most profitable year of its history.

At the time National Packaging Machinery Company was acquired it was decided that, beginning July 1, 1930, all machinery produced by J. L. Ferguson Company and the National Packaging Machinery Company will be known and advertised over the trade name, Packomatic Machinery. Executive headquarters will be at Joliet, Ill.

THE Reynolds Metals Co., Inc., Louisville, Ky., is contemplating the acquisition of two additional units. Recently this organization purchased the Midlands Metal Co. of Chicago, which manufactures an extensive line of foils. The company was organized in 1928 to acquire the foil business of the United States Foil Co. and in August of that year acquired the capital stock of the Fulton Sylphon Co.

THE Zimmer Paper Products Co., of which Karl B. Zimmer is owner and manager, has established a plant at the Indianapolis Industrial Center, 1450 East 19th St., Indianapolis, Ind., for the manufacture of waxed paper products such as bread wrappers and other preservative wrappers. The plant occupies 10,000 sq. ft. of space and began operations on a 24-hour production schedule to fill orders. Only skilled workmen are employed due to the particular type of the product.

JAMES M. COWIE, identified for many years in an engineering capacity with the manufacture and designing of automatic machinery, will represent the Hoepner and Capem lines in the central states. The Hoepner line comprises a full range of automatic scales adapted to a broad range of industry, as well as bag

handling and sewing equipment, while the Capem Company devotes itself to the manufacture of an automatic screw capping machine which is in general use. Mr. Cowie's headquarters will be in Kansas City, Missouri, with offices at 4204 East 56th Street.

ON April 21, 22 and 23, the western division of the National Adhesives Corporation, held a sectional sales conference at their Chicago offices, 1940 Carroll Avenue. Representatives from all Middle Western and Southern states were present. C. A. Gage, western sales manager, was in charge of the meeting. He was assisted by D. J. Light, general sales manager, and Arthur Mayer, of the New York office. A feature of general interest were the reports of each salesman, covering local conditions in his territory. A poll showed a decided upturn in business activity since April 1, with every indication that this improvement is a permanent character.

THE Du Pont Cellophane Company announced on May 26 a series of three further substantial reductions in the price of regular Cellophane, effective on May 26, August 1 and October 1. These reductions are made possible by the increased production facilities available on these dates at new plants now under process of construction. They are based on anticipated adoption of Cellophane on certain types of products on which its use was heretofore impossible at existing higher prices.

This makes eleven price reductions on Cellophane since its domestic manufacture was started by the du Pont organization six years ago. The new figures reflecting these reductions are only 25 per cent of the original price. On moisture-proof Cellophane, announcement was made that increased production would be available in the near future and that prices would be reduced as rapidly as conditions of manufacture permitted.

EFFECTIVE June 2, 1930, the name of The Warren Manufacturing Company was changed to Riegel Paper Corporation. Fifty-seven years ago The Warren Manufacturing Company was established by John L. Riegel, his son Benjamin Riegel, and three associates. Previous to the establishment of The Warren Manufacturing Company John L. Riegel manufactured paper under the firm name of John L. Riegel and Son. Both firms were operated until 1912 when John L. Riegel and Son was absorbed by The Warren Manufacturing Company. For many years the products of The Warren Manufacturing Company have been known as Riegel's papers. The change in name has been made to eliminate confusion caused by the use of a brand name different from the company name. This change will also tend to eliminate the confusion between the old name and other similar names in the paper industry. There will be no change in the organization or its established policies. The same organization with its improved equipment and enlarged facilities just recently completed will continue to manufacture the same high quality Riegel's papers.



Brooks Lithography

THE **SEE** OF SALES

the lure of the SEE

Through long experience in skillfully selecting sales-pulling designs and color schemes, Brooks complete lithographic service brings the *Lure of the See* to the packaging and display of merchandise.

Brooks Lithography has helped many nationally known manufacturers to speed their products over the Sea of Sales, and to keep them well ahead of competition. Look at your packages, your display containers, your letterheads, advertising material, and labels. Are they *See Worthy?*

The skill put into Brooks Lithography will give them that eye-attraction which carries to the package the power that closes the sale.

Folding Box Division

Lithographed Folding Boxes Cut Outs
Counter Display Containers
Display Cards

General Lithography

Box Wrappers
Package Inserts
Labels, Folders
Booklets, Commer-
cial Stationery

BLUE MOON

BUXTON
KEYTAINER

BROOKS BANK NOTE COMPANY
SPRINGFIELD, MASSACHUSETTS
PHILADELPHIA • NEW YORK • BOSTON • PORTLAND, MAINE



He Sells Bright Color

This Syrian merchant deals in shawls, bright-sparkling with a hundred colors. He is wise, thus to carry them on his arm as bait to the desires of passersby.

Advertisers may well follow his venerable example—by showing the attractiveness of what they sell in color or against a background of attractive hue.

New York-New England papers make it easy to illustrate your product. Write for sample books.

This swatch is Wedgewood Box Paper, available in 26 inch rolls.

The New York-New England Co.
HOLYOKE, MASSACHUSETTS



CONSOLIDATED PAPER COMPANY'S MODERN PACKAGES



Folding Paper Boxes

For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.

Plain Shells

For tight-wrapped packages.

Corrugated or Solid Fibre Shipping Cases

Made of fine quality high test Liners and Corrugated Straw Board, printed in Bold Poster Style in bright colors built to carry your merchandise safely to destination and

Specially Designed

Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.

At Consolidated Paper Co., you have at your service — Paper Mills producing 700 tons of Paper a day — Box Factories of very large capacity completely equipped for speedy and economical production — an Art Department and a Package Designing Department.

An opportunity to serve you will be appreciated

CONSOLIDATED PAPER COMPANY
MONROE, MICHIGAN

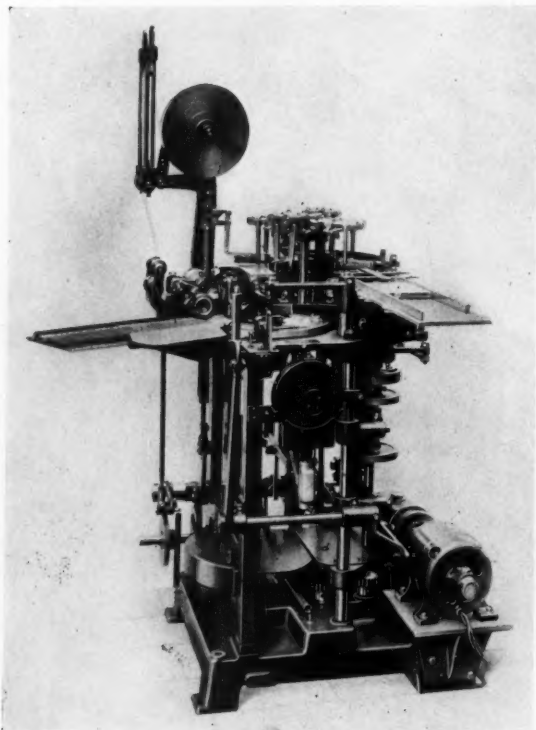
SALES OFFICES IN FOURTEEN PRINCIPAL CITIES
Branch Plants: Aurora, Ill., River Rouge, (Detroit District) Mich., Chesham, (Pittsburgh District) Pa.

**700 TONS
DAILY PRODUCTION**

MACHINERY AND EQUIPMENT

New Machine for Individually Wrapping in Transparent Cellulose

THE use of transparent cellulose for protecting individual cigars is made commercially possible by the use of the wrapping machine shown in the accompanying illustration. It uses this wrapping in rolls (the most economical way to buy it), cuts off a piece of the proper length, wraps it snugly around the cigar



Automatic wrapping machine for cigars

and folds the ends down with a neat square tuck. A device stops the wrapper feed automatically the instant there is no cigar in place to be wrapped. Another safety-stop takes care of any mis-feed of cigars, thus preventing jams and breakage. The application of heat seals the cellulose to itself and makes a practically moisture-proof wrapping. The important advantage of transparent cellulose is that the buyer can see the cigars; and being moisture-proof, this material keeps the tobacco fresh.

The machine is said to easily wrap 30,000 cigars a day and by the use of various feeding devices can be used in conjunction with the cigar bander without any additional labor expense. It is adjustable within certain limits and these changes for size can be quickly made by the operator. The material cost of wrapping in transparent cellulose with this machine, which is a product of the Package Machinery Co., Springfield, Mass., is about the same as for machine-wrapping with foil. Since these machines were placed in production two months ago the results have been so impressive that substantial orders for additional machines have been received by the manufacturers.

An Experiment with Packaged Frozen Foods

GENERAL FOODS CORPORATION has announced the results of a six weeks' experiment with quick-frozen products at Springfield, Mass. Using the first week of the experiment as a base, total sales of the frosted food products have increased at a rate of from 25 to 40 per cent per week, according to Colby M. Chester, Jr., president of General Foods. Ten representative grocery stores have been conducting the experiment at Springfield.

At Springfield, the quick-frozen foods include packaged meats, fish, oysters, fruits and vegetables. The largest gains from week to week were made in the meat items, particularly the more expensive and larger cuts. Careful check has been kept to observe the "repeat" business. On a recent Saturday, 76 per cent of the sales were made to customers who had been purchasing frosted foods previously, and the remainder were new customers, accounting for the increased business.

"The number of individual sales made on Saturday, April 5," said Mr. Chester, "increased 33.4 per cent over sales made March 29, the previous Saturday. March 29, in turn, showed an individual sales increase of nearly 40 per cent over Saturday, March 22. Total dollar sales for the same two Saturdays increased 40 per cent. It is significant that the rate of increase of dollar sales is higher than the rate of increase in the number of sales made.

"This increase, coming at the conclusion of six weeks of continuous operation, seems to establish Birdseye frosted foods on firm ground. Novelty buying may be safely assumed not to have extended over such a considerable period of time."



Is your Package costing more than it should?

A timely question in view of the economies made possible by improved methods and machinery

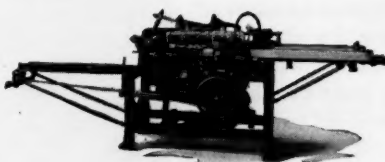
NEW economies, made possible by modern machines and improved methods of packaging, make it necessary for the manufacturer of package goods to definitely check-up on his present costs.

Constant improvement enables us to offer you, today, machines which produce marked savings in labor . . . increased production per square foot of floor space, through higher speed . . . and greater economy of paper and other wrapping materials.

These economies may run into thousands of dollars annually. In cases where other costs are rising, such savings in packaging are often instrumental in maintaining the sales price of an article.

By creating an entirely new type of package, the selling price of the goods can often be reduced. In this way one of our

customers recently succeeded in extending the sale of his product to an entirely new price field. His new package gives the goods as much protection as his former package, and makes a first-class appearance in every way. The popular price at which the product can now be sold, because of the savings in packaging, enables the maker to back it up with a strong national advertising campaign.



One of our machines that is producing large economies

Our Model F-5 is widely used because of its versatility, its high speed and the economy it makes in wrapping materials.

It wraps cartons in printed wrappers, glassine, waxed paper or Cellophane, attaching printed end-seals.

By its method of folding on the ends of the package, and by the use of separate end-seals, this machine uses less paper than is possible with any other type of wrapping.

Requires only one operator, and produces 25,000 to 27,000 packages per day.

This is but one of a line of machines for wrapping a great variety of products.

Write for catalogue.

We will be glad to look into your present packaging methods to determine whether any savings can be made. Such a check-up obligates you in no way, and may result in important economies. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY
SPRINGFIELD, MASSACHUSETTS

NEW YORK CHICAGO LOS ANGELES
LONDON: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

Moisture Losses in Packaged Cigars

A comparative exhibit designed to show the retention of moisture content in cigars wrapped with moisture-proof Cellophane has been featured recently in a Boardwalk window display at the Du Pont Products Exhibit at Atlantic City. Representative brands of thirty cigar makers were shown. A chart indicating the loss of moisture in unwrapped cigars, as compared with cigars wrapped in moisture-proof Cellophane, during



Window display at Atlantic City

a period of twenty-two days, attracted much attention from the many visitors. This chart shows the results of recent laboratory tests with cigars of all kinds in an atmosphere of fifteen per cent relative humidity at 72 degrees. At the end of a two-day period, the following results were observed: Unwrapped cigars lost nearly one-half of their moisture; cigars wrapped in materials other than Cellophane lost about one-sixth of their moisture; while those wrapped in moisture-proof Cellophane lost one-twentieth of their moisture content. At the end of the twenty-two day period, the unwrapped cigars had lost practically all of their moisture, those wrapped in ordinary materials had lost about seventy-five per cent of their moisture and the Cellophane-wrapped cigars had lost one-half of their moisture content.

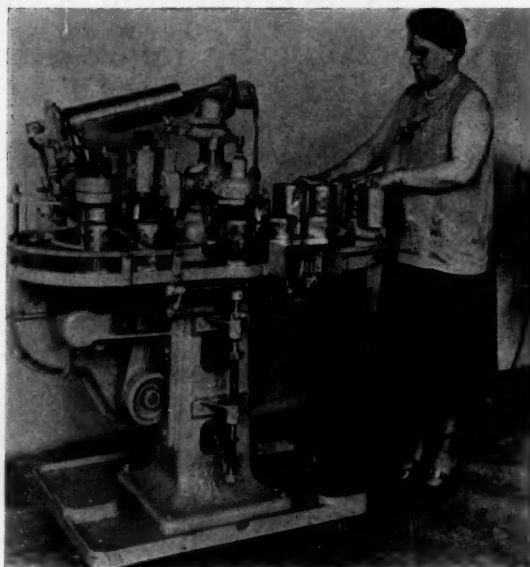
The numerous boxes of Cellophane-wrapped cigars are arranged about a large cut-out sign in the form of a box, which holds three huge Cellophane-wrapped cigars. On the face of the box are shown the names of the following cigar firms whose products are included in the display: American Cigar Co., American Exchange Cigar Co., Harry Blum Co., B. G. Davis Co., General Cigar Co., Inc., D. Emil Klein, Julius Klorfein, Porto Rican American Tobacco Co., Schwab & Davis Co., and Van Slyke & Horton, New York City; Bayuk Cigar Co., Bobrow Bros., Congress Cigar Co., Consolidated Cigar Co., and Waitt & Bond, Inc., Newark, N. J.; Cortez Cigar Co., Savannah, Ga.; Cuesta Rey Co., A. Santaella Co., and M. Valle & Co., Tampa, Fla.; Diesel, Wemmer & Gilbert, Lima, Ohio; W. Eisenlohr, Inc., York, Pa.; Jos. Escalante and Wengler & Mandell, Chicago, Ill.; N. C. Frutiger Co., Red Lion, Pa.; H. Fendrich, Evansville, Ind.; A. Gutierrez & Co., Passaic, N. J.; Frank P. Lewis, Peoria, Ill.; M. & N. Cigar Co., Cleveland, Ohio; John W. Swisher, Jacksonville, Fla.

New Multiple Filling Machine

A new filling machine, known as the Stokes Multiplex, has recently been placed on the market. This machine is distributed by the Paterson Machinery Company, 2401 Chestnut St., Philadelphia, Pa., and is shown in the accompanying illustration.

Designed to fill all types of self-leveling liquids or pastes in jars or cans of any content up to 60 cu. in., piston displacement is used to obtain precise measurement by weight or volume of the material to be filled, and all parts coming in contact with the material can be quickly removed for thorough cleaning. Time out for cleaning can be practically eliminated by the use of spare parts which can be purchased at a nominal cost. The adjustment necessary for a change in size of container can be made in a few minutes.

Portable, compact, and operating from any light socket, the "Multiplex" fills, stamps code numbers on lids, caps, closes, and discharges at the rate of 1800 jars



Stokes multiple filling machine

or can per hour with one operator, and can be equipped for friction-top, sanitary, screw-cap, or other standard closures. Equipped with a new dripless nozzle and protected by "No Can—No Fill" and "No Can—No Lid" devices, the "Multiplex" is said to deliver clean, accurately filled, and closed containers.

Ice Cream Shipping Costs Reduced

A new era in ice cream shipping—one of economy and efficiency for the manufacturer—has been ushered in by the Polarbox, the new shipping container which is a product of the Iowa Fibre Box Co., Keokuk, Iowa.

After a year of intensive scientific experimenting and careful research this container was placed on the market and, in actual tests made at ice cream factories, it has been shown that during one season the use of the Polar-



The holiday demand is *constant*

Economies practiced at other seasons of the year swell the volume of holiday buying.

A holiday band, box wrap or card transforms any package into a seasonal one, with a direct seasonal appeal.

Foxon offers a wide assortment of stock holiday material, as well as suggestions for special lines,—and you may be surprised at the low cost of bands or wraps executed for your exclusive use.

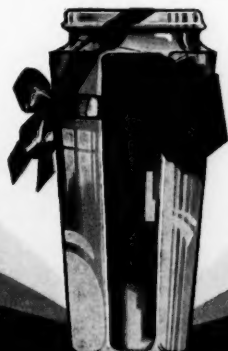
Let us design your complete annual line during the summer months. It means unhurried planning, the best possible guarantee of a superior piece of work. Let us hear from you before you go on your vacation.

It will be worth while.

THE FOXON COMPANY

227-235 West Park Street
PROVIDENCE, R. I.

Art work and plates by Advertisers Engraving Company, 66 Orange Street, Providence, R. I.



FOXON

C R E A T I O N S

FILL ANYTHING!

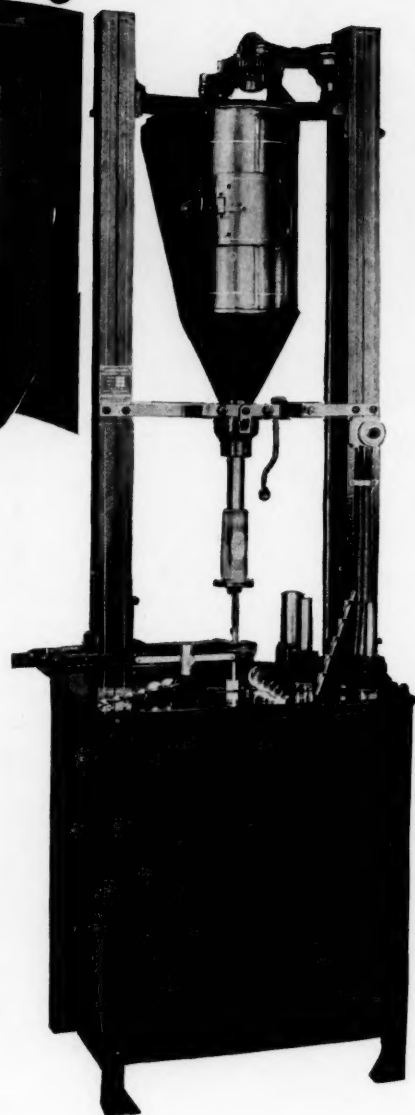


Anything from a wafer package to a five pound box can be filled with equal facility with the Stokes and Smith American Universal Filler. Under actual operating conditions these machines are daily filling such diversified materials as powders, crystals and pastes, whether free flowing or non-free flowing, maintaining a speed of from fifteen to twenty-five per minute *every minute*.

The working precision of Stokes and Smith machines insures you against wastage and spilling . . . adding the final requisite of a perfect filler . . . cleanliness, to flexibility and speed.

FILL ANYTHING with Stokes and Smith American Universal Fillers . . . Forget your filling worries . . . These Universal Machines will fill the most difficult materials under the most difficult conditions and at the highest of high-filling speeds.

WRITE US FOR ESTIMATES



FILLING MACHINES
CARTON SEALING MACHINES
WRAPPING MACHINES

STOKES & SMITH COMPANY PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE 23-GOSWELL RD.

RIDGELO

Clay
**COATED
FOLDING
BOXBOARD**



AS USEFUL AS INKS IN MODERN CARTON DESIGN

Finely balanced spaces of colorful inks *and* stock—that's the modern carton.

Those open spaces are clean, smooth, and attractive—if the stock is Ridgelo. They blend or contrast—they are as useful as inks in up-to-date carton design. And color printing on Ridgelo reflects in sharpness and in detail the value of a perfect coated surface.

Ridgelo is used for many nationally advertised products famous for their package appeal! It will pay to learn the facts.

RIDGELO CLAY COATED FOLDING BOXBOARD

LOWE PAPER COMPANY

Representative in Canada
W. P. BENNETT & SON
32 Front Street W., Toronto

Made by

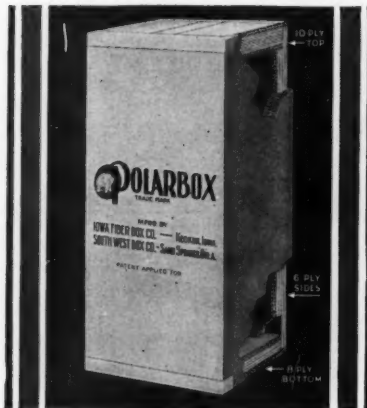


Ridgefield, New Jersey

Representative in Buffalo
MAURICE W. SIMON
52 W. Chippewa Street, Buffalo, N. Y.

box results in a 55 per cent—and in some cases as high as a 75 per cent—reduction in ice cream shipping container costs. In one plant 500 Polarboxes at a cost of \$200, it is claimed, did the work of 400 jackets at a cost of \$2600. Records show that a Polarbox can be used for from seven to nine different shipments and some manufacturers have used it as many as fifteen times.

The other feature of this container is its ability to maintain a low temperature which has been proved



Showing construction of Polarbox

through tests at the laboratories of the Iowa State College. It is designed to keep cold in and heat out and reports from about 400 ice cream plants show that ice cream will keep in Polarboxes, when properly sealed, for a period of time from five to eight hours, depending upon conditions,

and for even longer periods when dry ice is used. This is due to its patented arrangement of dead air cells. It utilizes the principle that dead noncirculating air is the best insulator.

The long life of the Polarbox is attributed mainly to its sturdy construction. It is said that six or seven men can stand on a Polarbox when it is absolutely empty and it will not show a sign of collapse. It will withstand a pressure of 600 to 1000 pounds per square inch.

All these qualities make for efficiency and economy in the shipment of ice cream by the manufacturer. One other advantage of the Polarbox, and a very important one, is its neat and attractive appearance which carries to the retailer the impression of a thoroughly sanitary product manufactured in an atmosphere of cleanliness and packed for shipment with a thoroughness which bespeaks a high grade product.

Trade Catalogs

Box Coverings: Pinco Papers, Inc., Camden, N. J., announce a new line of box papers showing glazed surfaces in light, dark and intermediate shades in color combinations that readily adapt themselves to diversified usages.

"Waregold B Linen" by McLaurin-Jones Company, Brookfield, Mass., is a very attractive gold paper for holiday season boxes or folders. This is shown in a sample pamphlet showing a holly design Christmas wrap.

Box Coverings: Three new folders of attractive box covering papers have recently been issued by Bradner, Smith & Co., 333 So. Desplaines St., Chicago, Ill., in

which are shown Shell and Cretonne papers. These are new in design and coloring and include some very attractive Christmas designs.

Box Coverings: "Lustre Brocade" is the title of a new folder of box covering papers issued by Hampden Glazed Paper & Card Co., Holyoke, Mass. These are shown in pastel shades and the paper is adaptable for all kinds of flat plate printing. Another comprehensive folder issued by this company displays embossed, glazed and enameled box covering papers. These are new in color and design and an improved enamel surface makes this line an attractive one for all kinds of boxes.

Box Coverings: Two new folders of box covering papers have recently been issued by the Hazen Paper Co., Holyoke, Mass. These "Hylight" papers are designed to give a background of high and low lights and are shown in pastel shades. The other folder shows "Color-drama" papers which are suitable for box covers, wraps, linings, book jackets and window decorations.

"Mosinee Cellusuede" is the title of a very attractive folder displaying Cellusuede paper and its uses recently issued by the Mosinee Paper Mills Co., Mosinee, Wis. Cellusuede is made in a wide variety of plain colors and the richness of its texture makes it especially appropriate for direct mail advertising pamphlets. Several of these are shown in the folder in very attractive designs and colorings suggesting club programs, specialty shop advertisements—for shoes, flowers, furniture, gloves and hosiery, china, etc. The folder itself is made of old rose Cellusuede printed in black and silver.

Box Coverings: Charles W. Williams & Co., Inc., 303 Lafayette St., New York, has issued two new folders of box coverings on the Zig-Zag print. One folder shows the design in gold on eleven different backgrounds and the other folder displays the same design in white on eleven colored backgrounds.

Glassine Papers: Two new and refreshingly different patterns in glassine paper have been issued recently by the Westfield River Paper Co., Inc., manufacturers of Paperglas. *Floret* is an all-over pattern in a modern version of a floral design. The design consists of sprays of flowers which are made up of geometric figures. It is thoroughly modern and offers a wide range of possible uses to the manufacturer who is employing a package in keeping with the modern tempo.

The other pattern is called *Persian Rose* and, as its name implies, it is a more formal design developed in a conventional version of the classic Persian rose motif. The motif is developed in great detail and the design is graceful and delicate. This pattern would be most suitable for merchandise of more conventional character and for articles intended for feminine use.

Samples of both patterns may be secured from Westfield River Paper Co., Inc., of 501 Fifth Ave., New York City, or the mill office at Russell, Mass.

AMOS 'N' ANDY

Boost PEPSODENT TOOTH PASTE THE CONSTANT MOTION CARTONER

PACKAGES IT

IN 1921 we sent a machine to Chicago to carton Pepsodent, in 1929 we sent a sixth one, in May of this year a seventh. This seventh one was a **CONSTANT MOTION CARTONER**. The six cam operated machines were satisfactory, until the Pepsodent Company saw a **CONSTANT MOTION CARTONER** in operation. This firm now intends to supplant all of its old type machines with **CONSTANT MOTION CARTONERS**,

Because of the

SAVING in SPACE, WAGES and TIME
they effect.

It Would Pay You to Discard Your Cam Operated
Machines, for

CONSTANT MOTION CARTONERS

LOOK INTO THE SUBJECT

Never Before So Much Work With So Little Mechanism

R. A. JONES & COMPANY, INC. P. O. BOX 485
CINCINNATI, OHIO

Good Packaging—Good Advertising

GOOD Packaging as an Ally of Good Advertising," an address by Clarence B. Kerr, president of the Hollywood Paper Box Corp., Hollywood, Cal., before the Pacific Association of Advertising Agencies, has been issued in a very attractive booklet by the Hollywood Paper Box Corporation. This booklet was published in response to numerous requests for copies of Mr. Kerr's address and its purpose is to aid in the development of good packaging by circulation among manufacturers, advertisers and everyone employed in placing merchandise before the consumer in packages.

Mr. Kerr says that "the package is your product's most eloquent salesman." An antiquated and unattractive package can destroy all the effectiveness of an advertising campaign representing large expenditures. According to Mr. Kerr the first consideration in designing a package is size. Other important requirements are color, harmony of design, illustration, texture and typographical effect. In outlining the effects of the package on the consumer he states that it can create an atmosphere of quality, strength and cleanliness. It can attract or repel. It is invaluable in identifying a product with its advertising or with an entire family of products and by its identity in the mind of the consumer it prevents the diversion of sales to competing products.

Mr. Kerr goes on to say that packaging is a real study—the problem of an artist—and should be handled through or by the advertising agency which, in turn, can get valuable assistance from the package manufacturer, who through his practical experience, can frequently suggest economies in design and construction.

This comprehensive booklet is commended for careful reading to the wholesaler and the retailer of packaged merchandise, the advertising agency and to the package manufacturer—in fact, to everyone with a desire for information on efficient packaging methods.

Washington Correspondence

(Continued from page 50) pletely described in Circular No. 379, of the Bureau of Standards, which may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 5 cents the copy.

A paper bag conference was held in Washington during December before the Federal Trade Commission. Director Flannery opened the meeting and said its purpose was to find a common ground upon which to agree to abandon unfair, wasteful and harmful practices for which no one in particular is responsible, but from which all have suffered. He then introduced Commissioner March.

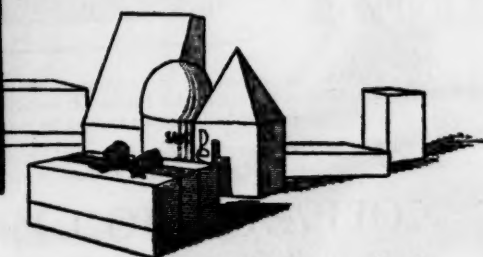
Those present or in proxy were: R. N. Beebe, counsel, Paper Bag Association; R. H. Smith, secretary, Paper Bag Association, Millie Paper Co., N. Y.; Alfred Bleyer, Alfred Bleyer & Co., N. Y., Newman-Kohn Paper Co.,

N. Y.; F. H. Berold, U. S. Paper Goods Co.; C. A. Butler, Universal Paper Bag Co., New Hope, Pa.; E. E. Brown, Lawrence Paper Bag Co., Middletown, Ohio; Alexander Calder, Union Bag & Paper Co., N. Y.; W. M. Crunden, Crunden-Martin Mfg. Co., St. Louis, Mo.; F. M. Dickinson, E. Z. Opener Bag Co., Tuscaloosa, Ala.; Morris Glickman, L. Glickman & Co., N. Y.; John N. Harvey, Advance Bag & Paper Co., Inc., Boston; Henry Kurnicker, Schersch Co., N. Y.; E. B. Livy, Wortendyke Mfg. Co., Richmond, Va.; A. Mazer, Hudson Bag Co., Inc., N. Y.; Wm. Salzman, Standard Bag Co., Inc., N. Y.; J. L. Stille, Continental Paper & Bag Corp., Grand Lake Co., Victory Bag & Paper Co., N. Y.; H. A. Sheeley, Grand Lake Co., Victory Bag & Paper Co., New York.

R. H. Smith, secretary of the Paper Bag Association, was nominated as secretary of the convention. The following rules were discussed:

1. Inducing or attempting to induce the breach of a contract between a competitor and his customer during the term of contract is unfair to trade practice.
2. Contracts, either written or oral, are business obligations which should be performed both in letter and in spirit. A repudiation by buyer or seller is equally reprehensible. Such action shatters confidence, destroys stability in business operations to the consequent injury of the industry and the general public and is unfair to trade practice.
3. The imitation of the trade mark or the trade name of a competitor results in the deception of buyers or consumers, is an invasion of property rights of such competitor and is unfair to trade practice.
4. The defamation of a competitor, by falsely implying to him dishonorable conduct, inability to perform contracts, or questionable credit standing, or spreading false reports of his transactions with others, are unfair to trade practice.
5. The adoption or use of size marks, other than as specified in Simplified Practice Recommendation No. 42, published by the U. S. Department of Commerce, or in any modification or change thereof as subsequently announced, is hereby condemned as misleading to consumer and unfair to trade practice.
6. The false disparagement of the weight, substance, strength, grade or quality of a competitor's goods, either by word or act, such as deceptive tests, is unfair practice.
7. The misrepresentation of bag paper as to weight, substance, strength, grade or quality is unfair to trade practice.
8. Discrimination in price between customers and same class buying same grade or quality of paper bags which (a) is not made on account of difference of quantity of paper bags sold, or (b) is not made as due allowance for differences in cost of selling or transportation, or (c) is not made in good faith to meet the price of a competitor selling same grade or quality of product, is unfair Trade Practice where the effect of such practice may be to substantially lessen competition between such buyers.
9. The selling of goods below cost for purpose of

THE MOST COLORFUL PAPER MILL IN AMERICA.



AUTUMNAL

The golden glow of the autumn foliage is incorporated in this distinctive box cover. Its friendly seasonal warmth was made for your autumn packaging. Washington Brilliant Yellow—one of the Made in America Box Covers—will separate your packaging from its clamoring competitors.

Try It!

Sample Book will be gladly sent upon request

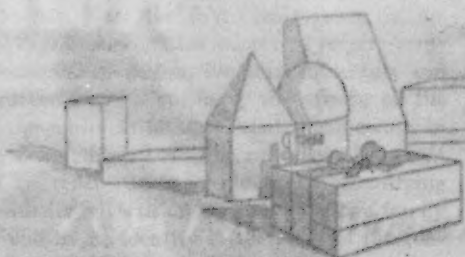
**DISTRICT COLUMBIA
PAPER MANUFACTURING
C O M P A N Y**

Mills and General Offices
WASHINGTON, D. C.

Chicago Office
CHICAGO MERCANTILE EXCH.



THE MOST COLORFUL PAPER MILL IN AMERICA



AUTUMNAL

The golden glow of the autumn foliage is incorporated in this distinctive box cover. In friendly seasonal warmth was made for your autumn packaging. Washington Brilliant Yellow—one of the Made in America Box Covers—will separate your packaging from its clamoring competitors. Try It!

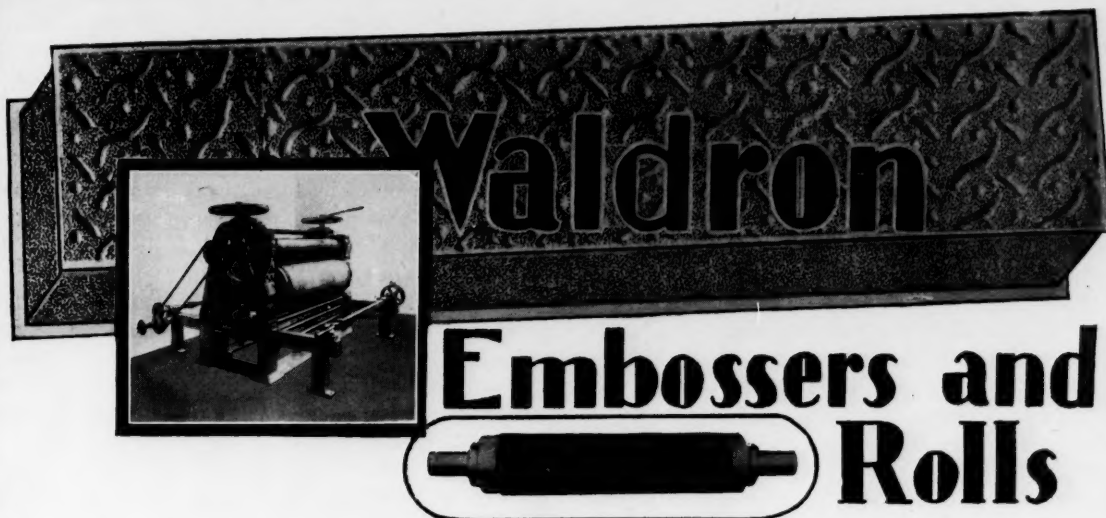
Sample Book will be gladly sent upon request.



PAPER MANUFACTURING COMPANY

CHICAGO MERCANTILE EXCH.
Chicago Office

WASHINGTON, D. C.
Mill and General Office



The graphic features a large, stylized 'Waldron' logo in a textured, metallic font. To the left of the logo is a small inset photograph of a large industrial machine, likely an embosser. Below the logo, the words 'Embossers and Rolls' are written in a large, bold, serif font. A single cylindrical roll is shown horizontally between the words 'Embossers and' and 'Rolls'.

Waldron Embossing equipment is usually installed primarily for the purpose of improving the product—to give it a surface that will sell it. In many cases installations have accomplished the added advantage of substantially reducing operating and processing costs. What is it worth to you to attain either or both of these objectives?

The Waldron engineering service is at all times ready to suggest and explain ways in which your production can be made more profitable. No obligation in requesting information or booklets.

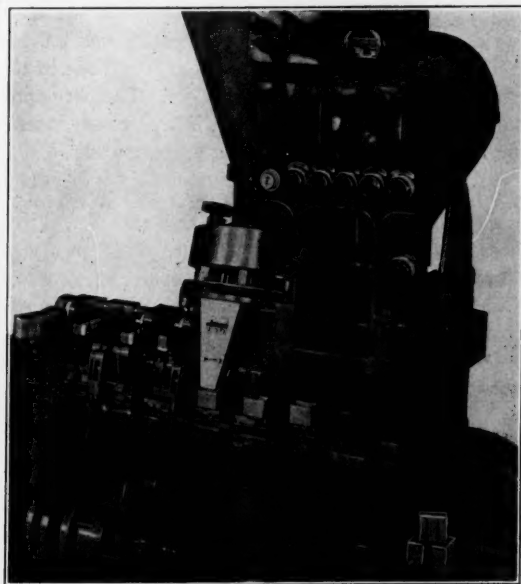
JOHN WALDRON CORPORATION

MAIN OFFICE & WORKS, NEW BRUNSWICK, N. J.

CHICAGO

NEW YORK

PORTLAND, ORE.



ANOTHER AUTO-PACK

"AUTO-PACKING"

does not mean the tying and wrapping of automobiles, but it *does* mean a process of continuous packaging, on one machine, from raw material to product finished and ready for shipment.

AUTO-PACK

the ultimate solution of the problem of Auto-Packaging. A machine which takes a package blank from a magazine, opens it, closes the bottom, fills the merchandise, closes the top and delivers the complete package. If desired, the machine will line the carton with self-sealing paper.

Auto-Packaging by means of Auto-Pack is the most advanced and most economical means of securing a perfect package in large and continuous quantities. Investigate the Auto-Pack . . . see what it can do for your product . . . write today for further information.

Automatic Packaging Machinery Company

Nashua, N. H.

Selling Agents

Gibbs Brower Co.

261 Broadway, New York, N. Y.

injuring a competitor and with effect of lessening competition is unfair trade practice.

10. The making of false reports of capacity production, sales, orders or shipments is unfair trade practice.

11. The expense of selling and delivering small quantities is appreciably higher than for large quantity lots, and the practice of accepting orders in carload quantities for delivering in smaller quantities at prices which do not provide for increased cost of selling and delivery of small quantities results in unfair discrimination of price between customers not justified by reduction in cost to manufacturers, and is unfair to trade practice.

12. The practice of making sales on an f. o. b. factory basis with allowance of actual freight charges to point to delivery has long been an established trade custom. The allowance of an excess amount of freight beyond actual rate (or of freight allowance for transshipment from the first delivery point specified in the order) or of discount upon freight on which the seller himself receives no discount, is unfair to trade practice.

13. The furnishing of plates and printing either without charge, or at reduced charges, when not furnished to all purchasers under like circumstances and conditions results in unfair discrimination between customers and is unfair to trade practice.

14. The making of contracts by agents or manufacturers which do not cover quantity, price and time for delivery, often leads to price discrimination, fraud, breach of contract, and constant disputes which create suspicion and ill feeling in the industry and is unfair to trade practice.

15. The payment or allowance of secret rebates, refunds, credits, or unearned discounts, whether in form of money or otherwise, or extending to certain purchasers special services or privileges not extended to all purchasers under like terms and conditions is unfair to trade practice.

16. The expenses of selling and transportation are appreciably more for small quantities than for large quantities, and the sale of bags to separate purchasers in less than carload quantities for combined shipment in single car at sales price which does not take into consideration the added expenses involved in such method of sale, is unfair to trade practice.

17. The sale at carload prices of less than carload quantities of paper bags mixed with other products in a carload shipment results in price discriminations between buyers purchasing same grade and quantity of paper bags, tends to eliminate smaller buyer and is unfair to trade practice.

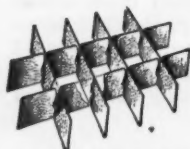
18. The clandestine violation of any of said resolutions, those accepted by the Federal Trade Commission merely as expressions of the industry as well as those approved by said Commission, shall be deemed as unfair methods of competition.

Mr. Livy offered a resolution that members of the paper bag industry express deep appreciation of the attitude of the Federal Trade Commission in making possible this Trade Practice Convention, and a vote of thanks be extended to Commissioner March and Director Flannery for their courtesy and help.

E G. DREW, representative of the John Waldron Corporation on the Pacific Coast, announces the removal of offices to 311 Lewis Bldg., Portland, Oregon. The John Waldron Corporation has been established 103 years and is a pioneer in the construction of paper converting machinery.

AT the forty-seventh annual convention of the National Confectioners' Association, held in Chicago, June 3-6, E. B. Hutchins of Fond du Lac, Wis., was elected president. Last year was the greatest candy year in the history of the nation, with 117,000,000 more pounds consumed than in 1928. R. L. Purdon of Washington, United States foodstuffs division, told members of the association. The increase, he said, was 9.2 per cent, and it meant that on an average every one in the country ate a pound more than in 1928. The per capita consumption was 13 pounds in 1929, and candy manufacturers received \$301,000,000 for their product.

THE Gummed Products Corp., 5 Union St., Troy, Ohio, manufacturer of gummed paper products, is planning an addition to its mill consisting of a two- and three-story unit of brick and reinforced concrete to cost approximately \$130,000.



How Much Do Your ? Partitions Cost ●

Here's a machine (Vailco No. 3) that cuts from the roll and assembles partitions ready for insertion into your boxes.

All sizes of partitions completely locked—will not fall apart.

One man operation.

Speedy, efficient and economical.

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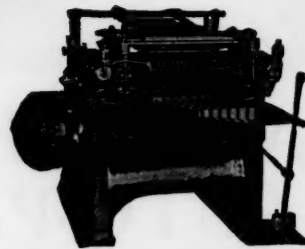
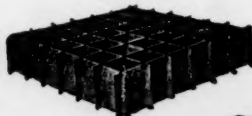
PARTITION MACHINERY, INC.

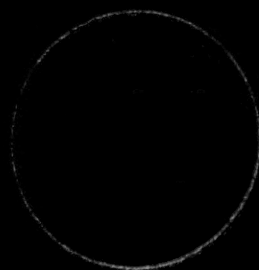
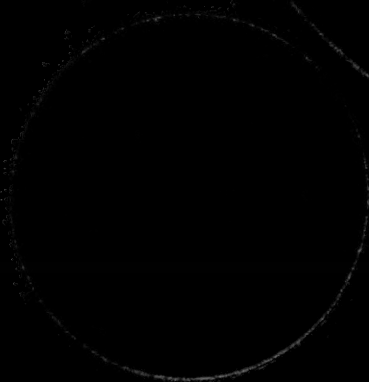
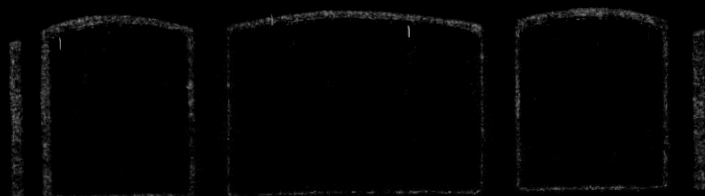
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ADJUDGED FINE ENOUGH FOR
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The TABLET & TICKET CO.
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FOR FIBRE CANS WITH METAL TOPS



THE powdered drug, food product, and other users of fibre containers will find the Sefton National Fibre Can Co. not only a reliable source of container supply, but a fibre can producer alert to every opportunity for co-operation in improving basic sales and utility values of the package. Without obligation to you, our package engineers will

welcome the opportunity of analyzing your package problem. Any Sefton recommendation is certain of adequate support on the practical questions of price, quality and service. Include Sefton co-operation in your next consideration of a package problem on fibre cans with metal tops, or any of the related fibre container products.

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Fibre, Metal
or Special Tops
for Spices, Drugs,
Powders, Coffee,
Chemicals, etc.
Mailing Tubes
Winding Cores
Mailing Cases



SEFTON NATIONAL FIBRE CAN CO.
3275 Big Bend Boulevard, Maplewood, St. Louis, Missouri



**P. S.
We Got
The Job**

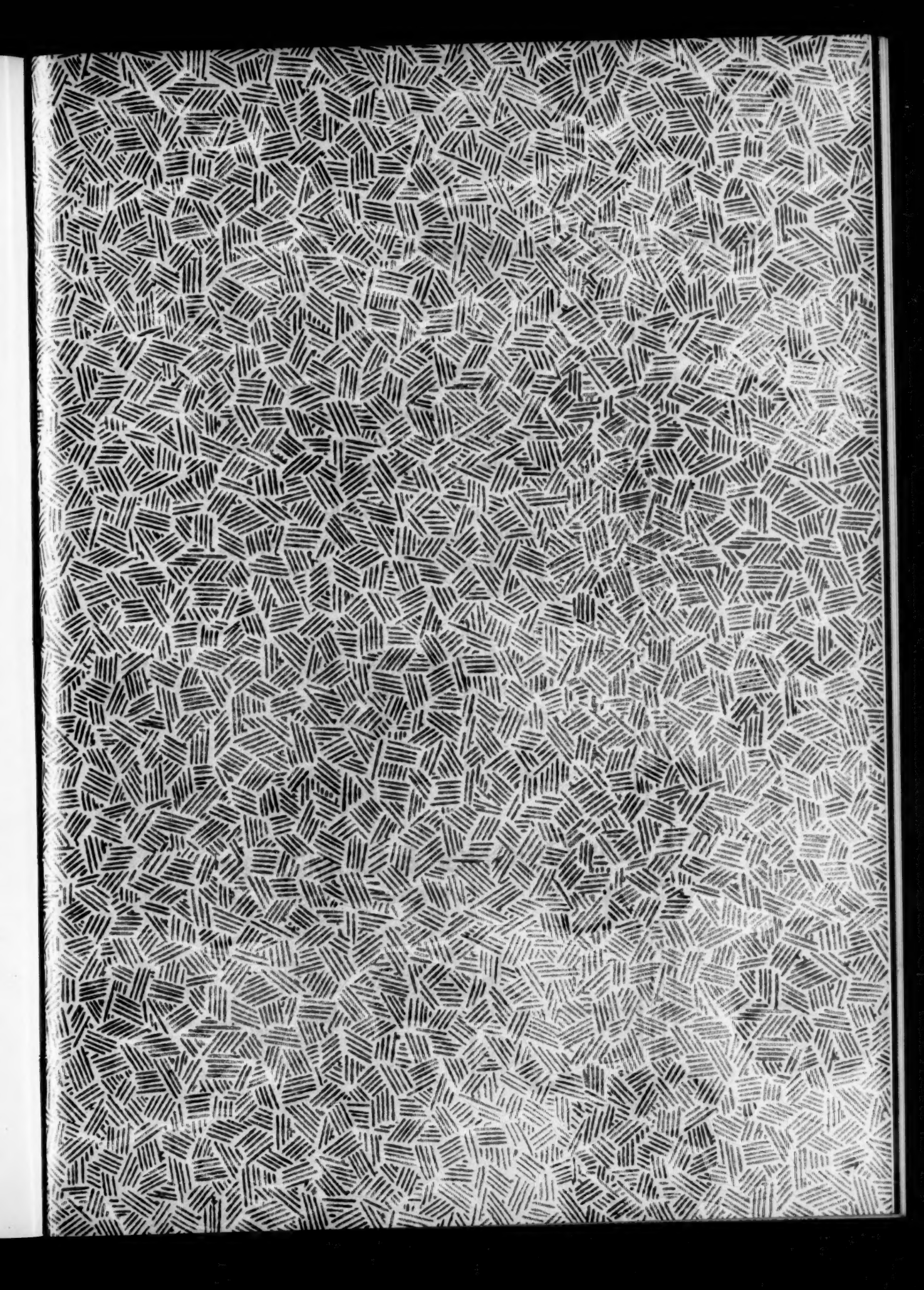
WE aren't in business as a matrimonial agency, but if there is any service needed in the solving of packaging problems we get the job. The May Company is but one of the dozens coming to us each year to get packaging information.

And since we enjoy this work may we hereby apply for the job of being your information bureau?

P. S. Do we get the job?

P. P. S. There is no charge, you know.

MODERN PACKAGING
11 Park Place New York, N. Y.



Standard of Excellence

The creation of THE STANDARD of excellence among boxpapers is the task which Louis Dejonge & Company has always set for itself.

The paper-buying public have manifested a continued approval of Dejonge papers by consistently selecting them for the best of their work.

This positive evidence that Dejonge quality still meets with ready approval will insure our maintaining the high goal we have always set.

LOUIS DEJONGE & COMPANY

PHILADELPHIA • NEW YORK • CHICAGO





TO THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND OF MANY STYLES AND VARIETIES.

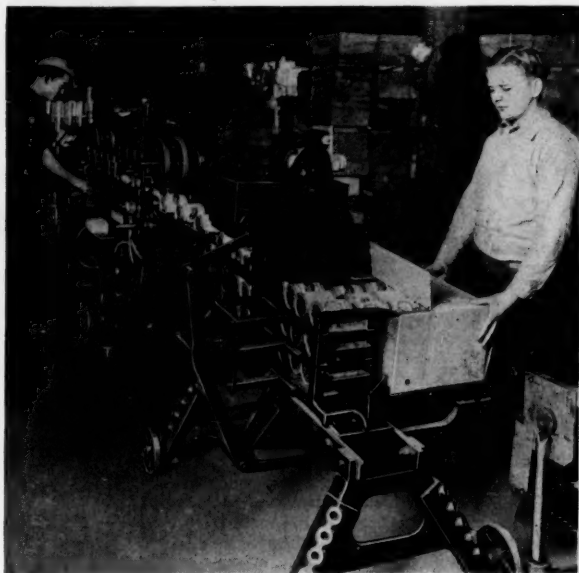
THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFACTURED TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN IRREDUCIBLE MINIMUM.

FORT ORANGE PAPER COMPANY
CASTLETON-ON-HUDSON, N. Y.

NEW YORK

See our Data
in the
PACKAGING CATALOG

BOSTON



The time for you to investigate the BURT line of labelers and casers is now. We will be glad to show you just what BURT machines have done for others . . . and what they can do for you.

IT'S THE LAST MOVE THAT SPELLS "PROFIT"

IN chess, the game is not over until the last move . . . and in business the narrow margin between cost and selling price is most often dependent upon the last operations . . . labeling and casing.

In the Baltimore plant of TORSH SUMMERS CO., BURT LABELERS and BURT ELECTRO CASERS are widening the narrow margin into a broad band of profit . . . by doing the work of many hand workers . . . faster and better than hands could ever do it.

And . . . this is worth remembering . . . they are widening the margin of profit-seeking-time for plant executives . . . by eliminating one source of tie-up and worry.

Burt Machine Co.

MAIN OFFICE and PLANT, BALTIMORE, MD.

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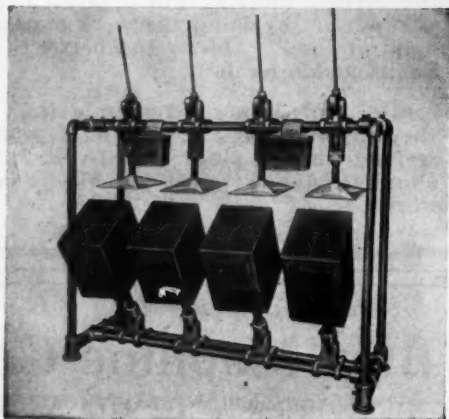
Specify
Gaylord
Liners

WHEN ORDERING
 CORRUGATED OR SOLID FIBRE
BOXES

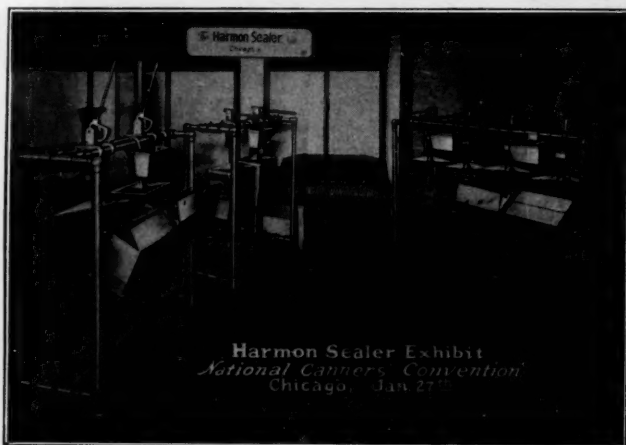
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 GENERAL OFFICES ~ SAINT LOUIS

Solving the Problem in the Shipping Room—

No company can afford to be without this wonderful labor saving machine regardless of how small or how large his production may be. There is a Harmon Sealer that will answer his requirements.



After container has been sealed



Harmon Sealer Exhibit
 National Canners' Convention
 Chicago, Jan 27

- 1—Metal Construction throughout.
- 2—Simple! Rigid! Foolproof!
- 3—Requires no skilled labor to operate.
- 4—Applies an equal amount of pressure on all sealing surfaces of your container.
- 5—Shipping container carries better in transit.

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THROUGH

HAIRLINE ACCURACY SPEEDIER PRODUCTION UNUSUAL VISIBILITY

DETECTO-GRAM embodies the very latest improvements in scale design. Its many superior advantages make obsolete the average "good" scale. Our free booklet, "Stop the Profit Thief," shows in detail just how Detecto-gram eliminates overweight, speeds up production and means *more profits for you.*

Send for it today!

1. Simplified construction.
2. Unusual sensitivity (indicator travel of 1 inch to the ounce shows 1/32nd of an ounce larger than most scales show 1 ounce.)
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4. Genuine agate bearings throughout.

*Send for the
"Stop the Profit
Thief" booklet*

DETECTO-GRAM

HAIRLINE ACCURACY

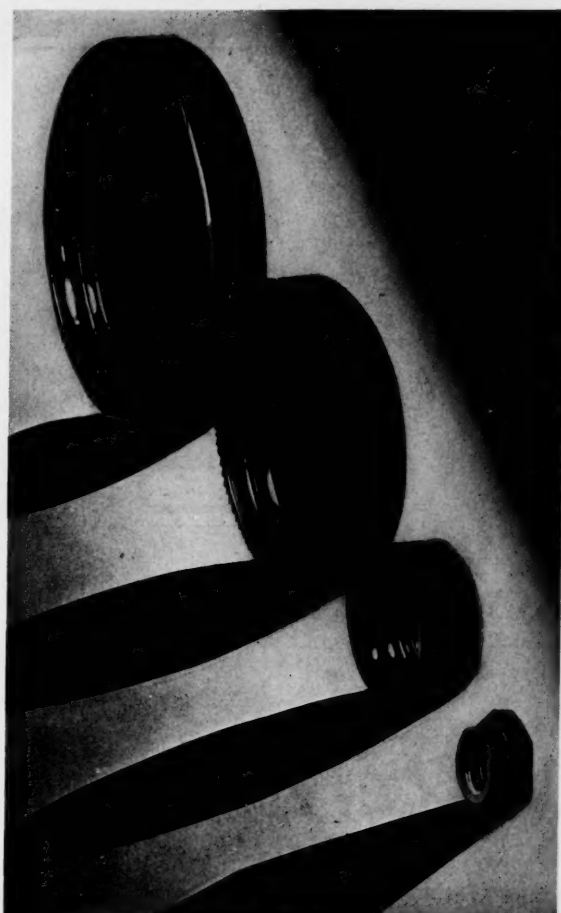
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THE JACOBS BROS. CO., INC.

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Representatives in all
principal cities



BOONTON Molded jar covers, bottle caps and tube caps of Bakelite or Durez . . . now have a greater appeal for you because we have added the liner retention recess (molded in and patented).

No more will the cap liner stick to the bottle . . . it will remain where it belongs in the cap.

Note the newly designed bottle cap . . . an exclusive Boonton development (pat. applied for) cleanly molded with the Boonton high gloss finish.

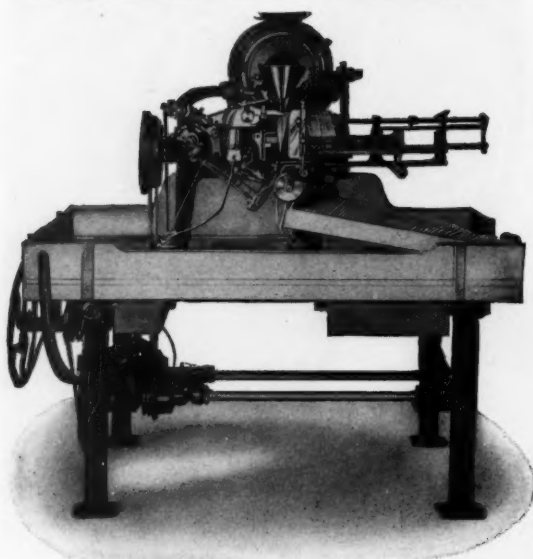
All standard sizes, of course, and some colors are available, also imprinting and special designs to order.

BOONTON MOLDING COMPANY

BOONTON, NEW JERSEY

NEW YORK OFFICE - 30 CHURCH STREET
Cortland 7970

This basic machine as illustrated is for filling packets containing seeds, cocoa, chocolate and other free-flowing materials. With change of hopper the machine will fill packets with pills, tablets, small candies, nuts, screws, small nails and dried corn and peas.



For
**Quickly Packing Dry
Materials Into
Envelope Packets . . .**

BBROWN Automatic Packet Filling Machines are designed for the filling of flat packets with measured quantities of dry materials, seeds, granules, tablets, pills or powders. They measure the material, open the packet, fill it, turn and seal the flap and deliver the packets stacked.

The machine requires but one operator and runs automatically, discharging the sealed packets at the rate of two to three thousand per hour, according to the material to be packeted.

The Brown Bag Filling Machine Co. has the facilities to print and make envelope packets of glassine, kraft and other types of paper. These are made tight at the corners, absolutely alike and perfectly true and even. Another service available to the manufacturer only having occasional use for envelope packeting is to have this work done at the home office in Fitchburg. This includes the packeting of small nails and screws. Send for catalog P 30.

BROWN *Automatic*
PACKETING MACHINE

BROWN BAG FILLING MACHINE COMPANY
Fitchburg, Massachusetts, U. S. A.

MANUFACTURER of *Automatic Paper Box Machines* which produce the complete box from the roll or blank, printed or plain. We also make *Blanking and Partition Machines*.

Submit sample of any box you use in quantities, and we will advise price and delivery of machinery best suited for your requirements.

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The HOTEL
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OPPOSITE PENNSYLVANIA R. R. STATION
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New York's new hotel truly expressive of the greatest city. 1200 pleasant rooms each with Servidor, bath, circulating ice water and radio provisions.
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The Courts have decided that brand names and trade marks are valuable property that deserves to be protected. It is unsafe to adopt a new brand without first making a thorough investigation.

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Three features have made SILVERSTITCH the most popular stapling wire.

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2. Continuous length coils, five or ten pounds.
3. A galvanized finish which resists rust longer than any other stapling wire finish.

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Silverstitch

Reg. U. S. Pat. Office



FIBRE CANS

of Every Description

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

Ask for samples and prices

R. C. CAN CO.

121 CHAMBERS ST. ST. LOUIS, MO.

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The art of making a product as perfectly as the mind of man can contrive . . . this has been mastered by the WIRZ organization. The art of turning this ability to the service of our clients, large and small, when and as they need it . . . this too has been mastered by the WIRZ organization.

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WILL she choose your product from all others in the field? Will she use it and like it and buy it again? Will she be so thoroughly pleased that no competitive brand can even hope to win her away? It all depends on you.

Call it style, call it fashion or fad, or call it whatever you will—the fact is plain that never has the *appearance* of merchandise been so important as it is today. The force that made Henry Ford give style to his line of cars—the force that made manufacturers of kitchen equipment color their pots and pans—that force in its countless different expressions is the

handwriting on the wall for us all.

Groceries, drug products, paints and tobacco—the whole list of a continent's products must bow to the modern trend. To the humblest merchandise, style is vital, if that product is to win anything like its potential sales.

Take a new look at your container—is it modern, is it attractive, does it catch and hold the eye? Is it rightly designed and brightly lithographed as only experts can do? Will it come up

to snuff in competition on the dealer's crowded shelf? Will it, in short, actually help to sell your goods?

Because style is so vital now, because it will become more and increasingly more important, the American Can Company has equipped itself with designers who know the ins and outs of style.

They can, perhaps, offer a container that will help to hold your customers—a container that through its convenience features or novelty, through its skill in guarding the quality you have put in the can, will win the lasting favor of those who buy your goods.

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CAN COMPANY**



